

LIFE



RED IS RIGHT

APRIL 28, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

There will always be *one* test we can't make

IN BUILDING THE FORD BUSINESS, we have not leaned primarily on salesmanship to make our cars successful with the public. Instead, we aim to build a product so outstanding in its value that it will largely sell itself to the buyer who knows real motor car quality.

To that end we design a car today that includes many features found at higher prices, but not found elsewhere at our price level.

Then, in building today's Ford, we test

the job we do with equipment that is more remarkable than any ever developed before.

Testing machines used in making Ford parts, for instance, hold accuracy at many points to ten-thousandths of an inch, and in some cases can measure down to millionths.

From the assembly line, at regular intervals, a car is sent to the Ford "torture track," to be sped, skidded, wrenched, jolted and shocked to test the very limits of its great endurance.

In the Ford weather tunnel still other tests go on in the face of man-made weather as severe as any to be found anywhere in the world.

Here in the big Rouge Plant, we satisfy ourselves as to the quality of our cars by the hardest tests that we know how to make.

The single test we can't make comes when you get behind the wheel and go. And because we know so well what that will show, we are more than glad to stand by its result!



Some Ford Advantages for 1941:

NEW ROOMINESS. Bodies are longer and wider this year, adding as much as seven inches to seating width.

SOFT, QUIET RIDE. A new Ford ride, with new frame and stabilizer, softer springs, improved shock absorbers.

POWER WITH ECONOMY. This year, more than ever, Ford owners are enthusiastic about the economy and fine all-round performance of Ford cars.

BIG WINDOWS. Windshield and windows increased all around to give nearly four square feet of added vision area in each '41 Ford Sedan.

LARGEST HYDRAULIC BRAKES in the Ford price field, give added safety, longer brake-lining wear.

**GET THE FACTS AND
YOU'LL GET A FORD!**



It's annoying when folks just drop in . . . *but*

infectious dandruff

is more annoying still!



THE TREATMENT

MEN: Douse full strength Listerine Antiseptic on the scalp morning and night.

WOMEN: Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

Always follow with vigorous and persistent massage with fingers or a good hairbrush. Continue the treatment so long as dandruff is in evidence. And even though you're free from dandruff, enjoy a Listerine Antiseptic massage once a week to guard against infection. Listerine is the same antiseptic that has been famous for more than 50 years as a mouth wash and gargle.



Listerine—the delightful treatment

Get after it with LISTERINE at the first sign of trouble

WHAT makes the infectious type of dandruff so annoying, so distressing, are those troublesome flakes on collar or dress . . . and the scalp irritation and itching . . . that so often accompany the condition.

If you've got the slightest evidence of this common form of dandruff, act now before it gets worse.

Has Helped Thousands

Start right in with Listerine Antiseptic and massage. This is the medical treatment that has shown such amazing results in a substantial majority of clinical test cases . . . the treatment that has also helped thousands of other people.

You, too, may find it as helpful as it is delightful. Listerine is so easy, so simple to use, and so stimulating! You simply douse it on the scalp morning and night and follow with vigorous and persistent massage.

Thousands of users have marvelled at how flakes and scales begin to disappear, how much cleaner and healthier their scalps appear. And remember:

Kills "Bottle Bacillus"

Listerine Antiseptic kills millions of germs on scalp and hair, including *Pityrosporum Ovale*, the strange "Bottle Bacillus" recognized by outstanding dandruff specialists as a causative agent of infectious dandruff.

This germ-killing action, we believe, helps to explain why, in a clinical test, 76% of dandruff patients showed either complete disappearance of or marked improvement in the symptoms of dandruff within a month.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

How to see twice as much of America on your train trip to California!



3 Streamlined "Daylight," most beautiful train in the world, shows you 113 miles of Pacific Ocean on its daylight dash from Los Angeles to San Francisco. Or you can go via the San Joaquin Valley, with side trips to Sequoia National Park (Big Trees) and Yosemite National Park.

4 Return to your hometown on the shortest line between San Francisco and Chicago—Southern Pacific's pioneer Overland Route—over the High Sierra, through Reno and across Great Salt Lake on the Lucin causeway. Your Overland Route train will be the fast streamliner *City of San Francisco* the all-Pullman *Overland Limited*, scenic *Pacific Limited* or the money-saving *San Francisco Challenger* (good meals for \$1.25 a day).

Note: If you live on the Pacific Coast, you can enjoy a "go one way, return another" trip East.

S·P
The Friendly
Southern Pacific

5 New Color Guidebook! Mail this coupon and we'll send you free our new 32-page western guidebook, illustrated with 63 natural color photographs. Address O. P. Bartlett, Dept. LE-42, Southern Pacific, 310 S. Michigan Ave., Chicago, Illinois. This offer restricted to grown-ups only.

Your Name _____
Address _____
City _____ State _____



1 Enjoy a Grand Tour of America on your trip to California this year! It's easy on Southern Pacific. Just go to California on one of our Four Scenic Routes (see map) and return on another S. P. route. Thus you see an entirely different part of the country each way. You see twice as much of America as you would by going and returning on the same route—for not 1¢ extra rail fare (from most eastern and midwestern places). For example:

2 Go on Southern Pacific's famous *Sunset Limited* or *Argonaut*, tracing the romantic Sunset Route across Louisiana and Texas to Los Angeles. See gay and picturesque New Orleans, amazing, bustling Houston and romantic San Antonio. Stopover at El Paso for the thrilling one-day tour to Carlsbad Caverns National Park (quickest way to see the Caverns is from El Paso—\$9.75 all-expense).

LETTERS TO THE EDITORS

First Customer

Sirs:

Picture of the Week (LIFE, April 7) of Grand Coulee Dam's first customer, Squaw Ernestine Nanamkin, might very well have had a set of golf clubs as a background feature. Mrs. Nanamkin is a "natural" on the golf course. She swings a mean driver and with typical Indian stoicism sinks the long putts, consistently scoring in the 80's on the



GOLF EXPERT NANAMKIN

Colville Indian Agency course at Nespelem, Wash. I know, having been in tournament play against her.

At the time of my first game with her in 1932, her golf attire included shawl and moccasins and hair worn in long braids. Now she has gone modern, wears sweaters and golf shoes. Her husband, George, and several of their nine children are ardent golfers.

EVELYN STRICKER

Wilbur, Wash.

Sirs:

You may be interested to know that Squaw Ernestine Nanamkin and her husband, George, are well-educated Indians. George is an interpreter at the Colville Indian Agency. Their nine children will also be well educated. The oldest daughter graduated from Shemawa Indian School in Oregon last June and two younger daughters are enrolled this year.

Ernestine is an active member of the Ladies' Indian Club, interested in welfare work and progressive cooking, canning and sewing.

MRS. F. C. RANSOM

Grand Coulee, Wash.

Biggest Ever

Sirs:

In the April 7 issue of LIFE you stated that the Grand Coulee Dam was the biggest thing ever made by man. For several years I have been under the impression that the Great Wall of China was the largest man-made structure on earth. What do you mean by "big"? The highest man-made structure on earth? Or the widest? Or the longest? Or that the total volume in cubic yards exceeds that of any other man-made structure on earth?

RICHARD K. TROXELL

Baltimore, Md.

● Grand Coulee Dam is largest concrete masonry structure (10,500,000 cu. yd.) in world. Most massive structure of any kind is earth-filled Fort Peck Dam (109,000,000 cu. yd.), according to Department of Interior. Great Wall of China (exact present cubic volume unknown) ranks among first five.—ED.

Strike Front

Sirs:

I am in the Army. It is the last place I would ever be found except by the force of necessity. I was only given the choice of either the Army or a Federal prison. I am 2,100 miles from home where I have a wife whom I love dearly.

(continued on p. 4)

**MOST POWERFUL
PORTABLE RADIO
EVER BUILT!**



**7-TUBE
PHILCO**

Thrilling tone... power, sensitivity and selectivity never before known or expected in a portable radio is now yours, thanks to a sensational 7-tube circuit, newly developed by Philco engineers. Gives you fine performance where ordinary portables fail. Plays anywhere, indoors or outdoors, on self-contained battery or any house current. Model 842T, illustrated, \$29.95, complete with batteries.

Models from \$19.95 to \$39.95
Complete with Batteries



Philco... world's largest manufacturer of automobile radios... brings you for 1941 the greatest values ever produced for tone, performance, features and beauty at any price you wish to pay. Enjoy your favorite programs as you ride; keep up with the news; install a Philco... America's Favorite Radio... in your car.

Easily Installed, with Controls and Speaker to Match the Panel of Any Car, New or Old.

Models from \$19.95 to \$59.95

**SEE AND HEAR THEM
at Your Philco Dealer**



BUSIER THAN EVER

THIS COUNTRY has the best telephone equipment in the world and this equipment has extra margins for growth and emergency. Both the growth and the emergency are here. The margins are being used.

The Bell System has two things that help a lot these days. It has experienced manufacturing facilities

and a dependable, nation-wide distributing organization.

Both are handled within this System by Western Electric, makers of your Bell telephone and its related apparatus. This has been a good policy for a generation. Never have its benefits been so clear as right now when the country is under pressure.

BELL TELEPHONE SYSTEM



THE BELL SYSTEM IS DOING ITS PART IN THE
COUNTRY'S PROGRAM OF NATIONAL DEFENSE

This One



H6T1-D8A-Q128

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I CAN TAKE IT!



ST. BERNARD*
BY Ekman

-but my stomach can't!

*Hard to digest foods, faulty feeding
are responsible for most common
dog ailments* **VETERINARIANS SAY**

HAPHAZARD FEEDING... most dog owners know its dangers. Regardless of breed, your dog's digestive apparatus isn't built to handle just any foods! Top condition, freedom from common ailments depend to a large extent on a well-balanced, easily digested diet.

Swift's Pard contains the food elements all dogs need. Generation feeding studies have proved this nutritionally balanced dog food a real health protector! 5 successive generations, fed Pard exclusively at Swift's Kennels,

have never experienced listlessness, excessive shedding, or any diet-caused ailment. All have grown normally into magnificent examples of their breeds!

Put Pard to work for your dog now! Veterinarians recommend Pard as a full, safe diet for all breeds.

* How the artist sees the St. Bernard, a fine working dog whose exploits aiding lost travelers in the Swiss Alps are legion. One of the largest of all breeds, yet gentle with children. A loyal guard dog.

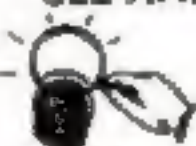
Modern dogs have specialized digestive systems as did their savage, untamed ancestors.



For this reason, permanent dog health requires a correct, easily digested ration.

H. E. ROBINSON, Ph. D.
In charge of Swift & Company
Nutritional Research Laboratories

**GIVE PARD YOUR
"SEE AND SNIFF" INSPECTION**



Open a can of Pard. See how tempting and wholesome Pard looks and smells. If Pard does not come up to your expectations in every way—send the label from the Pard can to Swift & Company, Chicago with your comments. Swift will gladly give you double the price you paid for it.



PARD

SWIFT & COMPANY'S
NUTRITIONALLY
BALANCED DOG FOOD

LETTERS TO THE EDITORS

(continued)

This next year was to see our family started. For all practical purposes I am in a foreign country. My education is naught, for I am handling mules, a mule packer in the only pack train left in the U. S. Army.

I turn the pages of LIFE, April 7, and the violence I see flares into bitterness in me. Is this why I am in an Army? Am I sworn to lay down my life and perhaps those of others to protect the holy institution of the Labor strike? Am I filled with confidence that we, who may be on a firing line tomorrow, have a united people with a singleness of purpose in back of us? Or, are we to be another France?

LEIGH G. TANGER

Fort Bliss, Texas

Sirs:

I have just finished reading Jan Valtin's *Out of the Night*, in which strikes, riots and bloodshed were emphasized as a Communist method of paralyzing government and gaining control in vital industries.

While not accusing our workers of Communist tendencies I believe it is an unfortunate coincidence, of which our strikers should take some cognizance, that strikes tying up our industries and defense program should come to the public eye so soon after hundreds of thousands of Americans have read Mr. Valtin's book and millions have read the review of it in LIFE.

ROBERT V. BROKAW

Walden, N. Y.

Sirs:

You and the rest of the press have created a mass of public bitterness toward unions, which are only composed of men who have banded together to protect our homes, our families and, in some cases, our very lives. You have, perhaps inadvertently but none the less effectively, by half-truths created even more class consciousness, class hatred and class legislation.

You state the Nazis will enjoy your pictures. They certainly will. These pictures show how free men will fight to preserve their freedom when that freedom is threatened and there is no Gestapo to hunt them down to murder them in the night.

I have the privileges for which these men are fighting and I, for one, will fight on until every other American also has them. Call this un-American if you like, but that is precisely where I stand.

S. T. ARMSTRONG

Member, U.W.O.C.-C.I.O.
West Los Angeles, Calif.

Rain Falling Up

Sirs:

LIFE heretofore has treated its readers to some very rare and unusual pictures. The most interesting however, is the cover of LIFE, April 7. Just imagine



RAIN TOGGERY

inc. a model dressed in the latest rain toggery, enjoying a gentle spring shower. But here's the catch: the rain is falling UP.

FRANK P. FERN

Kansas City, Mo.

(continued on p. 6)

Father Telechron says:



Now, if ever, the nation needs to run on time! Here's IMP, a handsome plastic alarm, ready to rouse you right on the dot. In rose, ivory or brown colors, \$5.95. Imp is powered, of course, by the precise, self-starting Telechron motor.



Minutes are momentous matters these days! STEWARDESS will mark the minutes exactly on your kitchen or bathroom wall. Metal case in choice of colors—chrome with ivory, green, black, white, red, or all chrome. Its price is only....\$4.95



The best known electric time is Telechron and FORUM is one good reason. It has four bronze ball feet and a modern brown wood case. Its price is \$9.95. Other Telechron clocks, from \$2.95 to \$17.50, at good dealers everywhere.

Telechron
Reg. U. S. Pat. Off.

**SELF-STARTING
ELECTRIC CLOCKS**

WARREN TELECHRON COMPANY
Ashland Massachusetts

IN CANADA: THE CANADIAN GENERAL ELECTRIC COMPANY

What Car OUT-STYLES
all other biggest-selling low-priced cars?...
CHEVROLET!

What Car OUT-ACCELERATES
all other biggest-selling low-priced cars?...
CHEVROLET!

What Car OUT-CLIMBS
all other biggest-selling low-priced cars?...
CHEVROLET!

What Car OUT-VALUES
all other biggest-selling low-priced cars?...
CHEVROLET!

"THE U.S.A. PICKS CHEVROLET!"



Value Leader—Sales Leader—for ten of the last eleven years, including 1941 to date! . . . Consider Chevrolet's quality features—consider its great economy of operation and upkeep—and you, too, will choose Chevrolet. . . . Eye it, try it, buy it—today!

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

YOU'LL SAY "FIRST BECAUSE IT'S FINEST"

GIVE LOW-PRICED CARS THIS "QUALITY QUIZ" AND YOU'LL CHOOSE CHEVROLET!

	CHEVROLET	NO. 2 CAR	NO. 3 CAR
90-H.P. VALVE-IN-HEAD ENGINE	YES	NO	NO
CONCEALED SAFETY-STEPS	YES	NO	NO
VACUUM-POWER SHIFT AT NO EXTRA COST	YES	NO	NO
BODY BY FISHER WITH UNISTEEL TURRET TOP	YES	NO	NO
UNITIZED KNEE-ACTION	YES	NO	NO
BOX-GIRDER FRAME	YES	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO
TIPTOE-MATIC CLUTCH	YES	NO	NO

ONLY CHEVROLET HAS ALL THESE QUALITY FEATURES

LOOK TO YOUR OWN "First line of Defense"



YOUR EYES...

America's on the go! Faster, faster, faster speed demands on both your business and social life. This is no time for a slow-down. If you find yourself tiring easily, if you have frequent headaches, can't concentrate . . . check up. Above all, have your eyes examined. Because when your eyes are tired, you feel tired all over. Especially if you are sensitive to light, you will feel less strain, be more rested, with Soft-Lite Lenses. These scientific lenses, ground to your prescription, absorb glare, protect your eyes against overbrilliance. And, being slightly flesh-toned, they are pleasingly inconspicuous, better looking.

Soft-Lite Lenses, made by Bausch & Lomb solely for the Soft-Lite Lens Company, are available exclusively from Soft-Lite Licensees—a carefully selected group of skilled refractionists and dispensing opticians, right in your own community.

There is only one genuine Soft-Lite—identified by this Protection Certificate.

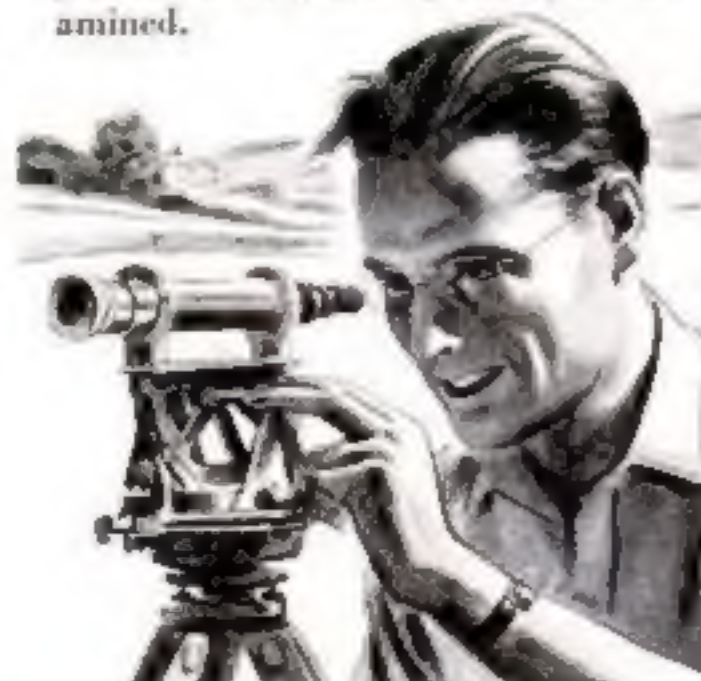


Soft-Lite Lenses

SOFT-LITE LENS COMPANY, SQUIRE BUILDING, NEW YORK



MAKE AN APPOINTMENT NOW: To be sure your glasses are adequate for your present needs, have your eyes examined.



PRECISION THINKING demands all senses on the alert. Soft-Lite Lenses cut down glare, give your eyes greater efficiency, greater comfort.

LETTERS TO THE EDITORS

(continued)

•As demonstrated by high-speed camera experts Dr. Harold E. Edgerton and Gjon Mili, raindrops are not pear-shaped, they are flattened spheres. Apparent shape of drops in this picture is further complicated by duration, angle and intensity of Mili's fast lights. At 1/100 sec. exposure, drops seem elongated; at 1/10,000 they appear spherical; at 1/100,000 they are flattened spheres.—ED.

The Atlantic And America

Sirs:

Congratulations on a great article by Walter Lippmann (LIFE, April 7). Such an article should be on the front page of every newspaper each morning for a week and if that doesn't unify opinion behind the administration's policy, I don't know what will.

If those cynical and thick isolationists, led by Burton K. Wheeler, would digest even a part of it, and stop making their every second word war, maybe the people would be able to think as beautifully, calmly and clearly as has Mr. Lippmann.

ANTHONY BARRESE

New York, N. Y.

Sirs:

The thought of the whole article is that America intervened in the last World War, and is now intervening in World War II, because our national security depends upon the control of the other side of the Atlantic by a friendly power. Friendly power, indeed. Historically we have had more trouble from that "friendly power" than from any other nation.

CLAUDE F. SPAETH JR.

Los Angeles, Calif.

Killed in Action

Sirs:

My March 24 copy of LIFE arrived by airmail on the morning of April 3. I was interested in the portraits of Britain's ace fighter pilots, which included Flight Lieutenant Geoffrey Allard and Pilot Officer Eric Stanley ("Sawn-off") Lock. On opening that morning's news-



FLIGHT LIEUT. ALLARD

paper, the first thing that met my eye was the announcement that Allard had been killed in action. On the same page was a picture of Lock. The day before LIFE arrived, the King gave him the D. S. O., D. F. C. and bar. He is the youngest officer of this war to be awarded the D. S. O., and has added eight Nazis to his score since LIFE went to press.

GEORGE GILLESPIE

London, England

•Pilot Officer Lock's score now stands at 30-plus German planes.—ED.

(continued on p. 8)

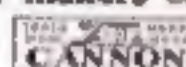


The "baby bounce"—wonderful fun for baby, but what punishment for filmy stockings! If you're tired of "sissey" hose that can't take it, try Cannon's!

A special air-pressure machine inspects Cannon's lovely stockings for microscopic flaws—rejects all that might later spring a "mystery" run. Cannon brings you only perfect stockings—full-fashioned, flawless, triple-inspected.

Cannon Hosiery

P.S. Cannon Silk Hosiery, in the Cellophane Handy-Pack, 69¢ to \$1.00. Cannon Nylon Hosiery, \$1.35 and up. By the makers of Cannon Towels and Sheets.



DELICIOUS

because of

REAL

Root Juices



6 2-GLASS BOTTLES 25¢
plus deposit



IS ON THE RECORD!

1940 was more than a year of days. . . . It was a year of history whose repercussions will be felt for generations. And now, today — with the publication of the 1941 *Britannica Book of the Year* — 1940 is on the record!

The full, far-reaching drama of this intense and crucial year is detailed and interpreted for you by *Encyclopaedia Britannica* experts. It is a big book . . . an important and indispensable book. . . . And the price is *only ten dollars*.

Here is the authoritative story of the fall of France, the heroic British stand, the American program. Here is the story of world revolution as it progresses from day to day, from hour to hour. And, side by side with world-shaking events, are set down events less spectacular but more quietly portentous. For *Britannica* specialists tell also of the year's achievements in art, science, sport, literature, music.

The *Britannica Book of the Year* is a graphic and compelling record of human life in our time. If you want to understand these times, the *Britannica Book of the Year* is the quickest, easiest, *surest* way. Copies are on sale today at all good book stores.

1941
BRITANNICA
BOOK OF
THE YEAR

\$10



1941 BRITANNICA BOOK OF THE YEAR, annual publication of *Encyclopaedia Britannica*, has 1,000,000 words, 500 famous contributors, 400 dramatic pictures, 768 pages. Large type. Handsome binding.

Britannica Service Offers Knowledge, Profit, Pleasure—At Low Cost!

- (1) *Encyclopaedia Britannica*: In 24 volumes. The world's most complete and most authoritative reference set. (With or without case.)
- (2) *Britannica Book of the Year*: Helps keep your *Britannica* constantly up-to-date. Keeps you abreast of the times.
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Answers all reasonable questions quickly, accurately and thoroughly. (Available to purchasers of *Britannica*.)
Thousands of intelligent, informed Americans find *Britannica's* 3-point Service a reasonable and rewarding way to live richer, fuller, more successful lives. (The 3-point Service is easily available—in small monthly payments.)

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Please send me information about complete *Britannica Service*, without cost or obligation.

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STREET _____

CITY _____ STATE _____

*** IN THE FRONT OF OUR AIR DEFENSE ***

Pointed for Pursuit!



Here you see two reasons why the Army's Curtiss P-40 is one of our foremost fighting planes — its Allison liquid-cooled engine and the advanced streamlining this engine's in-line design permits.

And in this advanced air power, made possible through the collaboration of the American Aircraft Industry with the U. S. Army, you see a conspicuous example of industry and government united in defense of these United States.

Allison
LIQUID-COOLED AIRCRAFT ENGINES



DIVISION OF
GENERAL MOTORS

LETTERS TO THE EDITORS

(continued)

Hunk of Man

Sirs:

Is it fair to us college girls to print the photograph of such a man as Victor Mature (LIFE, April 7)? You should realize that spring is the hardest time to study, but with pictures like that before us—is it any wonder we don't make our grades? I blame you and Victor Mature for my downfall!

GLORIA CAMPBELL

Oregon State College
Corvallis, Ore.

Sirs:

We feel that we may speak with confidence in behalf of "every school girl from Briarcliff to Vassar" in protesting Mr. Coughlan's glib and sweeping interpretation of the college girl's dream prince.

Could it have been that the "inrush of breath from the feminine part of the audience" was rather rashly interpreted? We submit the theory that this was due to a faint horror mingled with astonishment that such a fancy package could exist anywhere outside of Superman. The gift of the body does humble us, we admit, but frankly biceps make us blanch, particularly when flexed to 15 in.

As far as Vassar is concerned, the 300 New York models can have their desert island and Mr. Mature to boot. And it is with this thought that we say:

*Ave, sale, Victor Mature,
Floreas in jungle!*

SALLY SEYMOUR
HELEN HANCO
ALICE EDWARDS
JANE ST. JOHN
FRANCES NOYES
MARTHA MIDDLEBROOK
NANCY TAYLOR PINKS
MARY L. CALLAWAY
BETTY JANE REEVES
STELLA JOLLES
JANE B. WHITE
ESTHER TOWER GLEASON

Vassar '42
Poughkeepsie, N. Y.

Sirs:

I'm small, but alas, a brunette. If I dye my hair blonde, will you fix me up with "that beautiful hunk of man," "velvet-eyed, raven-haired" Victor Mature?

SYLVIA LEEDS
New York, N. Y.

Sirs:

Why must you devote such big spreads to such things as a certain egotistical, conceited, self-satisfied, beautiful hunk of cinematic Don Juan, who persists in proclaiming what a swell guy he is? Any story which glorifies an individual so much should be held up until he has had time to prove his ability; in other words your article seemed terribly pre-Mature.

AL B. PERLMAN
Madison, Wis.

●Fortnight ago Mature was rushed by ambulance to hospital for emergency appendectomy. Only object he took with him was his copy of LIFE.
—ED.

Sirs:

Tell us, is it Mature as in "nature," or Mature as in "manure?"

FRANK ALDEN
Cambridge, Mass.

●The pronunciation is simple. It is Ma-ture as in mature.—ED.

Good Norwegians

Sirs:

In LIFE, April 7, you published a report by William D. Bayles, *Atlantic Crossing*, concerning a journey to Lisbon with S. S. *Excalibur*.

In this report it is said that there were on board five Norwegians who all the time talked German. They said

(continued on p. 11)

The PLAZA . . . thousands of smart women call it America's most perfect-fitting pump. Its classic V-throat is as flattering as it is comfortable, too. See it at your dealer's today.



THE
SHOE
OF THE
WEEK

Red Cross Shoes
\$6.50
Denver West, \$6.85

Keep Dry—Keep Healthy
Look Immensely Wealthy
in an
ALLIGATOR



Stormwind Cloth
by Alligator
\$10.50
With Slide Fastener
Front . . . \$11.50
OTHERS \$5.75 to \$28.50

At Better Dealers
Everywhere

● You're smartly dressed, completely comfortable and really protected in superbly styled Alligator rainwear. Alligator's exclusive fabrics are expertly waterproof or water repellent processed for long-lasting dependability and good looks. Look for the Alligator label when you buy! The Alligator Company, St. Louis, New York, Los Angeles.

ALLIGATOR
Raincoats and Galecoats
because IT'S SURE TO RAIN!

You can trust this *Duraglas** bottle ...as your baby trusts you



"Hey, Mom! When did we start getting that new bottle for milk?"

"The driver delivered it for the first time this morning. It's called the Handi-Quart. It's much lighter and will take up less room in the refrigerator."

Your *unqualified* trust in glass is backed by scientific fact. For all the virtues of glass containers for milk and other food products have never been matched. Glass is odorless; it imparts no taste, impairs no flavor. Glass can be, and is, made sterile before each use.

Thanks to glass containers, to the dairy industry and to health authorities, milk in America

today is *safe*... even for a week-old baby.

To make glass serve even better, Owens-Illinois developed Duraglas. Bottles made by the Duraglas method last longer, are more resistant to repeated sterilizations and constant round trips... the most economical containers for milk and all beverages. Owens-Illinois Glass Company, Toledo, Ohio.

Trade-mark of the Company whose pioneering research transforms glass into products useful to everyone... Glass Containers, Insulux Glass Block, and Libbey Safedge Glasses.

OWENS-ILLINOIS GLASS
First in Glass

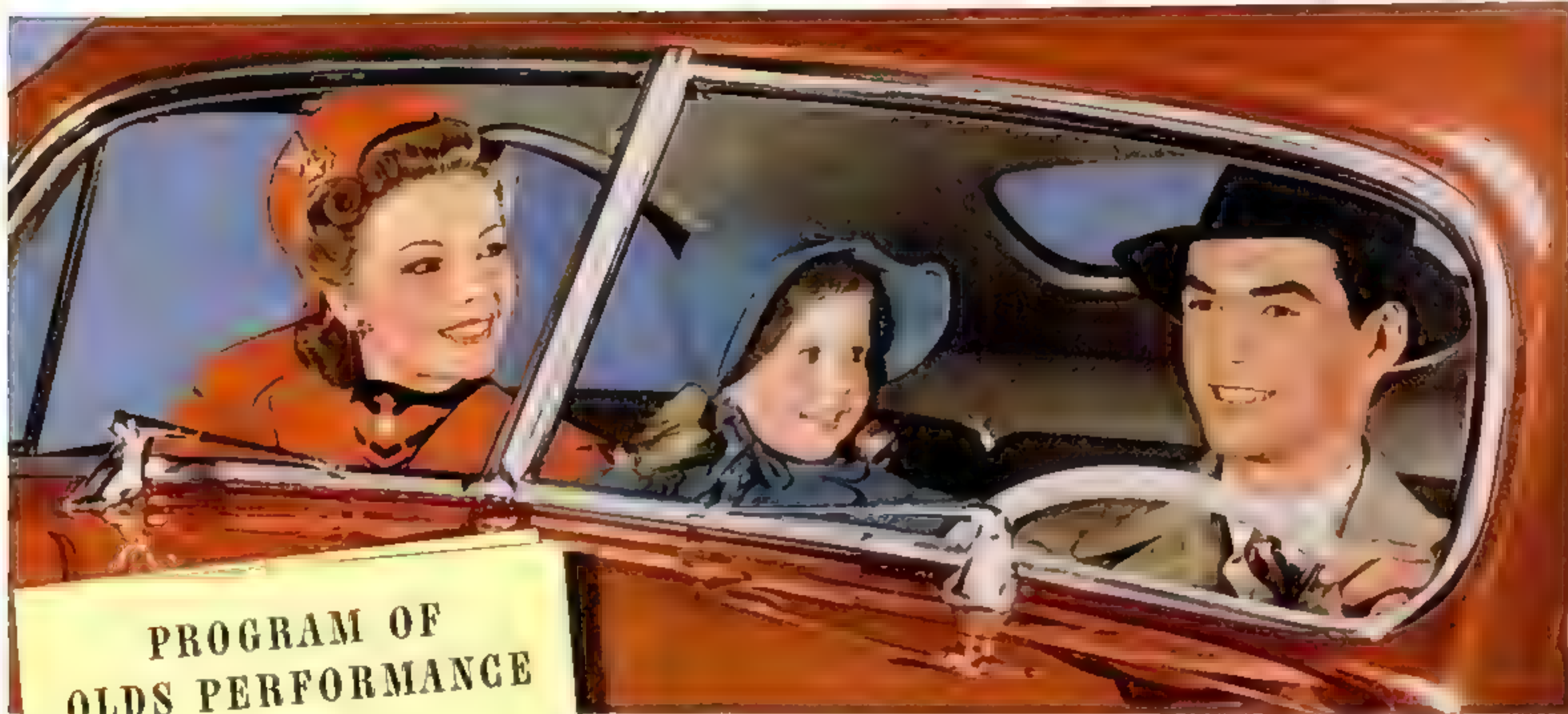
*This ticket
gives you a
Front Seat for the*

STAR PERFORMANCE OF THE YEAR!

\$852

OLDS PRICES
ONLY A FEW
DOLLARS
MORE THAN
THE LOWEST

MAIN FLOOR
BOX SEAT 6



PROGRAM OF OLDS PERFORMANCE

- ★ 100 H. P. SIX-CYLINDER POWER
- ★ 110 H. P. STRAIGHT-LIGHT POWER
- ★ DUAL CENTER-CONTROL STEERING
- ★ 4 COIL-SPRING RHYTHMIC RIDE
- ★ SUPER-HYDRAULIC BRAKES
- ★ BIG, UNISTEEL BODY BY FISHER
- ★ HYDRA-MATIC DRIVE

Optional at Extra Cost

MORE PULL! MORE PEP! MORE PUNCH!

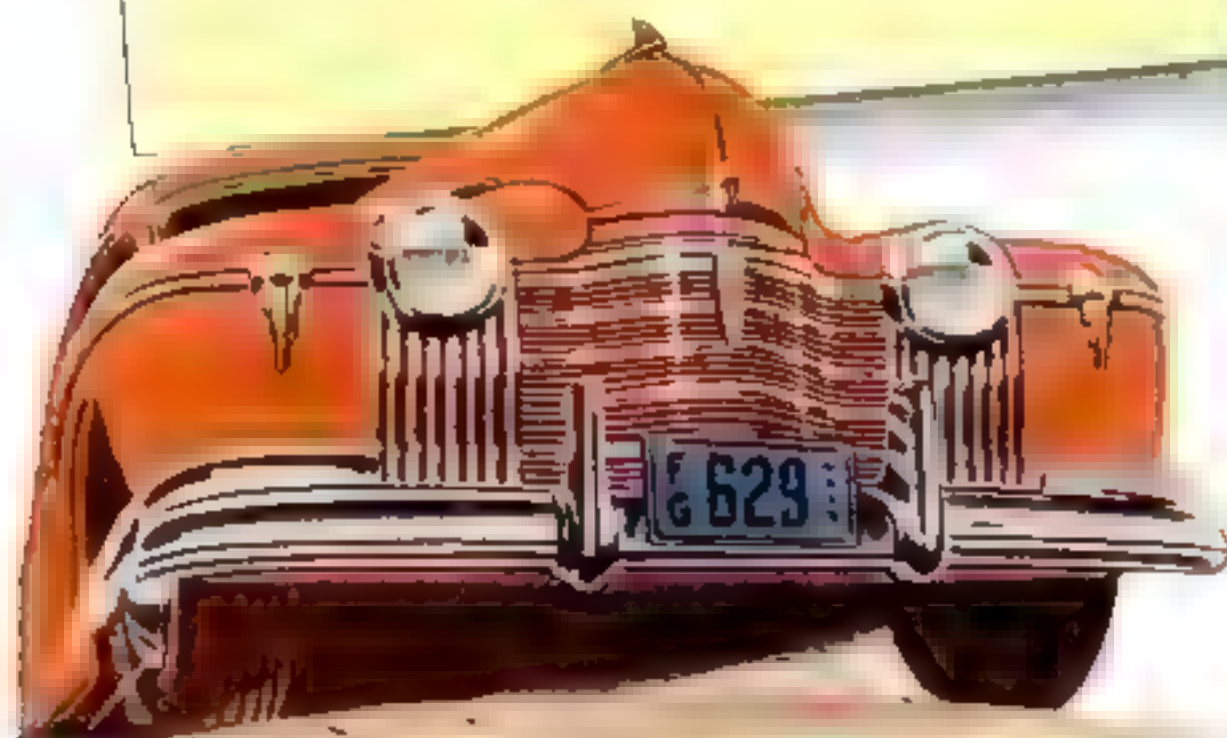
IT'S a grand "road show" that Oldsmobile puts on! *Action* that steals the spotlight, in brilliance and smoothness and zest. *Handling ease* that takes top billing in any kind of a try-out. *Riding comfort* that earns the applause of even the hypercritics. Yet, it's all yours to enjoy in an Oldsmobile Special at a price just above the lowest. Compare the performance of lowest-priced cars with the powerful, lively Olds Special. Compare their styling and size and features with those of Oldsmobile. Then, check the prices you're asked to pay. You'll discover there's little difference in price—but a tremendous difference in cars. You'll find that Olds is your ticket!



No Clutch To Press!

Feature attraction of Oldsmobile performance is Hydra-Matic Drive—no clutch to press, no gears to shift! It steps up getaway, quickens response, makes cruising super-smooth. It reduces driving to its easiest terms. And all the time, it adds to safety and saves real money on gasoline! Try it—for a thrill!

★ Olds prices begin at \$852 for Special Six Business Coupe. Sedan prices start at \$898, delivered at Lansing, Michigan. State tax, optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALUE



THE CAR

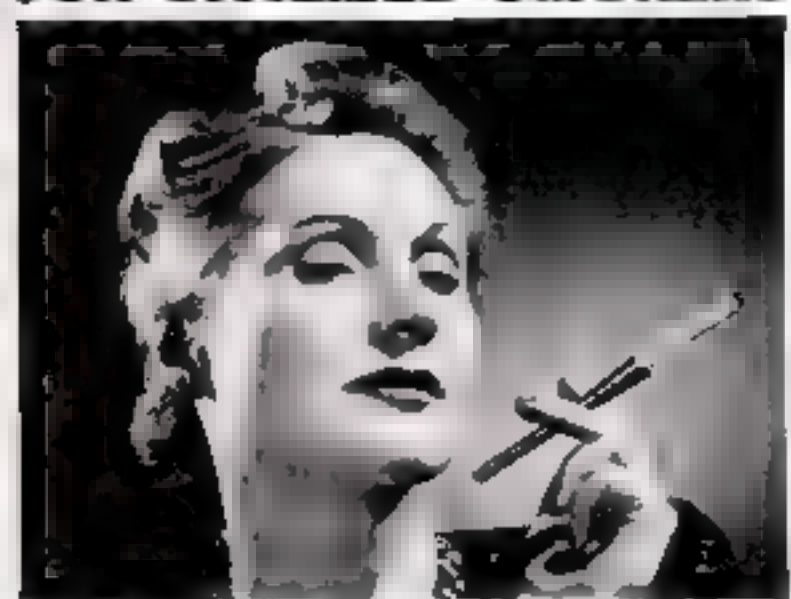
Ahead!

IT'S

OLDSMOBILE

STYLED TO LEAD
BUILT TO LAST

FOR CIVILIZED SMOKERS



"My taste no longer gets jaded"

"I've found a way to keep my fingers, my teeth and my lips free from stain. I smoke my cigarettes in a Tobacco-Yello holder. It takes out the impurities, and I get more pleasure from every cigarette. My taste no longer gets jaded."

IMPURITIES IN SMOKE INTERCEPTED HERE

The bitter, irritating impurities (predominantly tar) in tobacco are intercepted by the patented exclusive "Tobacco-Yello" attachment, precipitated out of the smoke stream before they reach the mouth. Every smoke is cooler, sweeter, more enjoyable.



20 STYLES FOR MEN AND WOMEN ALSO CIGAR HOLDERS

Tobacco-Yello Cigarette Holder

AT ALL TOBACCO COUNTERS

Amazing NEW slip

Schrank

STRAIGHT-CUT SLIP

Can't see twin or ride up

Extra features:

- Sculptured (you're slimmer!)
- No front or side seams
- Set-in bands hug the waist
- Black lace—flexible
- Seamless, no rip-proof
- Machine-made fabrics

Schrank

SLIP and O-JAMAS

C. SCHRANK CO.

152nd Street, New York City

LETTERS TO THE EDITORS

(continued)

they were on their way to Great Britain to join the R. A. F., but their landing cards showed that they were on the way to Norway via Berlin.

May I state on this occasion, that these five Norwegians are known to the Norwegian authorities as good Norwegians. All five fought the Germans during the war in Norway. The Royal Norwegian Legation at Washington, D. C. has been informed from London that they have arrived and reported to the Norwegian Government for duty. Perhaps Mr. Bayles has been misled by the fact that the Norwegian language has many words in common with German.

PINN MOE
Press Attaché

Royal Norwegian Legation
Washington, D. C.



BOWDOIN HOUSEPARTY

Perfect End

Sirs

By accident I came across a name and picture in a suburban newspaper which looked familiar to me. After reading the article, I remembered that Miss Doris Ohlrogge was the girl you featured on your cover of Jan. 8, 1940 and in your LIFE Goes To A Party of the same issue. By reading the newspaper article, it is obvious that Doris Ohlrogge's and Harold Pottle's sleigh ride has come to a perfect end. They are to be married soon.

ALLAN NELSON

Summit, N. J.

Cactus Girl

Sirs

Your series of pictures of prickly-garbed girls in the April 7 issue has prompted me to suggest a slight change in those well-worn words of Dorothy Parker:

With all due apologies to Miss Merri Ciochetti

Men never prickle

On girls who wear cactus!

TOWNELEY SMITH

Beaufort, S. C.



MERRI AND CACTI

NEEDED Defense FOR ANY CAR'S BEAUTY

SAVES FINISH FROM ALL WEAR AND TEAR

Simoniz, and save your car's finish! Weather, dirt, moisture, and the sun's rays are constantly attacking its beauty. A real blitzkrieg that dulls and eventually demolishes the lacquer or enamel. Simoniz stops this destruction. Leaves a hard, sparkling surface of protection to take the wear and tear. A perfect defense for the finish which makes it stay beautiful and last longer. So, Simoniz your car. And do it right away! If the finish already is dull, Simoniz Kleener comes to the rescue. It quickly restores the glorious lustre and rich depth of color your car had when new. And then, if you want the beauty to last, apply Simoniz.

THE SIMONIZ COMPANY, CHICAGO, U. S. A.

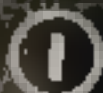
"We Wear by Far the
Simoniz Your Car"



MOTORISTS WISE
SIMONIZ
Makes Cars Stay Beautiful



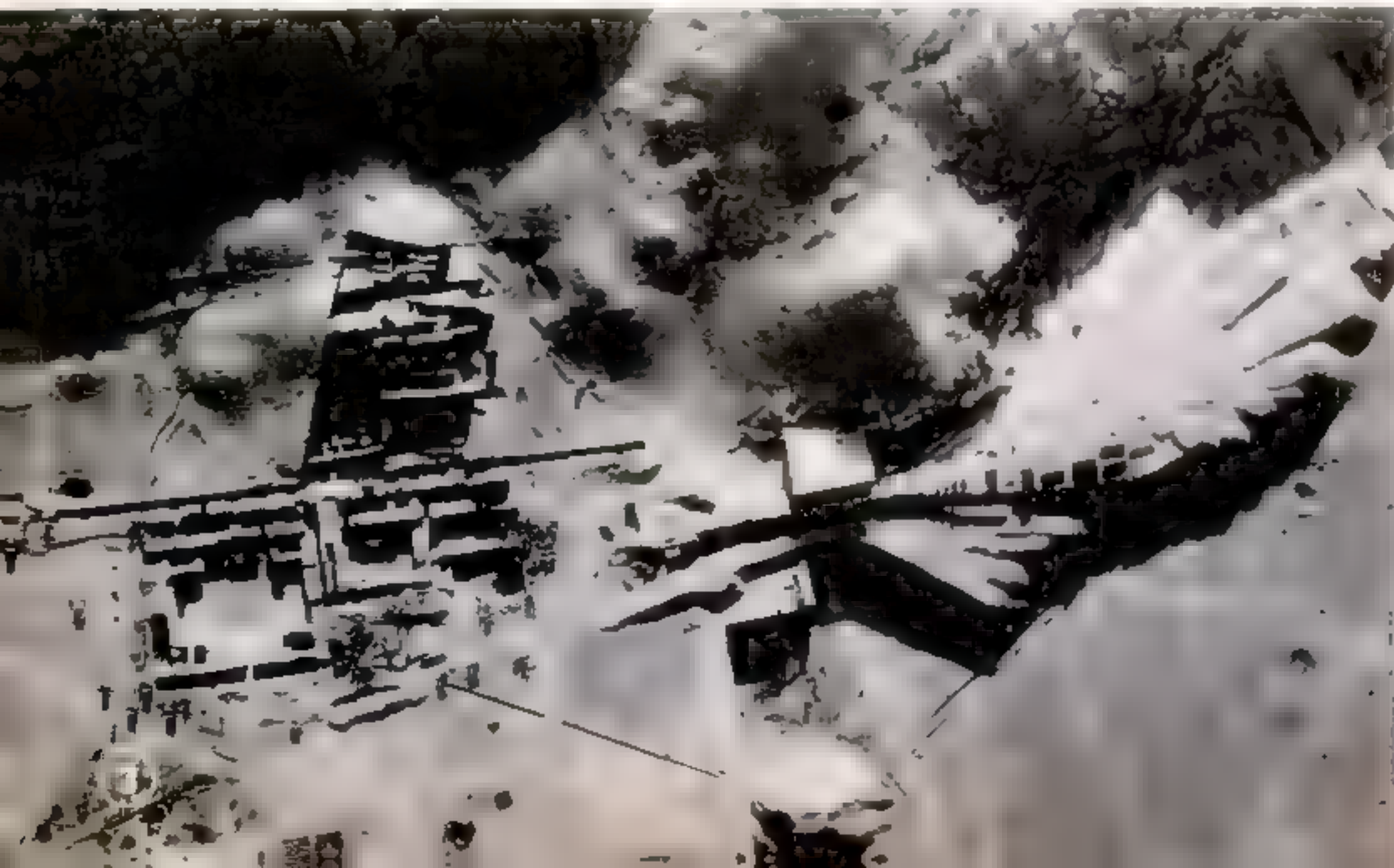
Insist on world famous Simoniz and Simoniz Kleener Sold at hardware, drug, grocery, and auto supply stores, filling stations, and garages everywhere.



a low wall. Fortified by the ridge above the trees that prevent Alexander from seeing into the valley. A small, high, low wall is shown in Picture 3. It is



very gently. Dams, Nervs and Art-erves. Be-lag at
rak is taken notice by me, and rak is. Be-ow-er, geger
at work on side of treasury show in Area for copper-plate



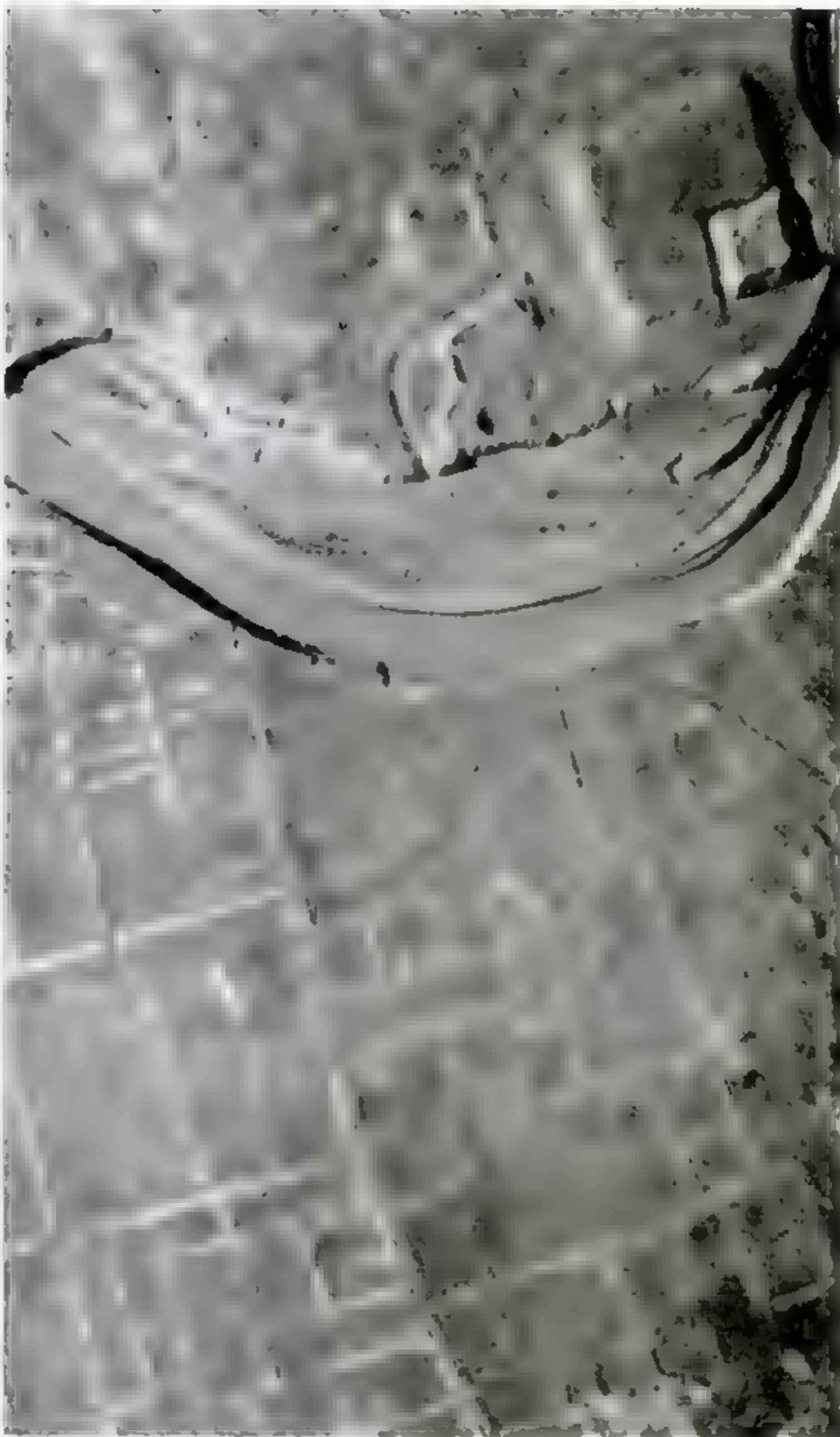
... THESE MAP RUINS
OF PERSIAN EMPIRE

[illegible]

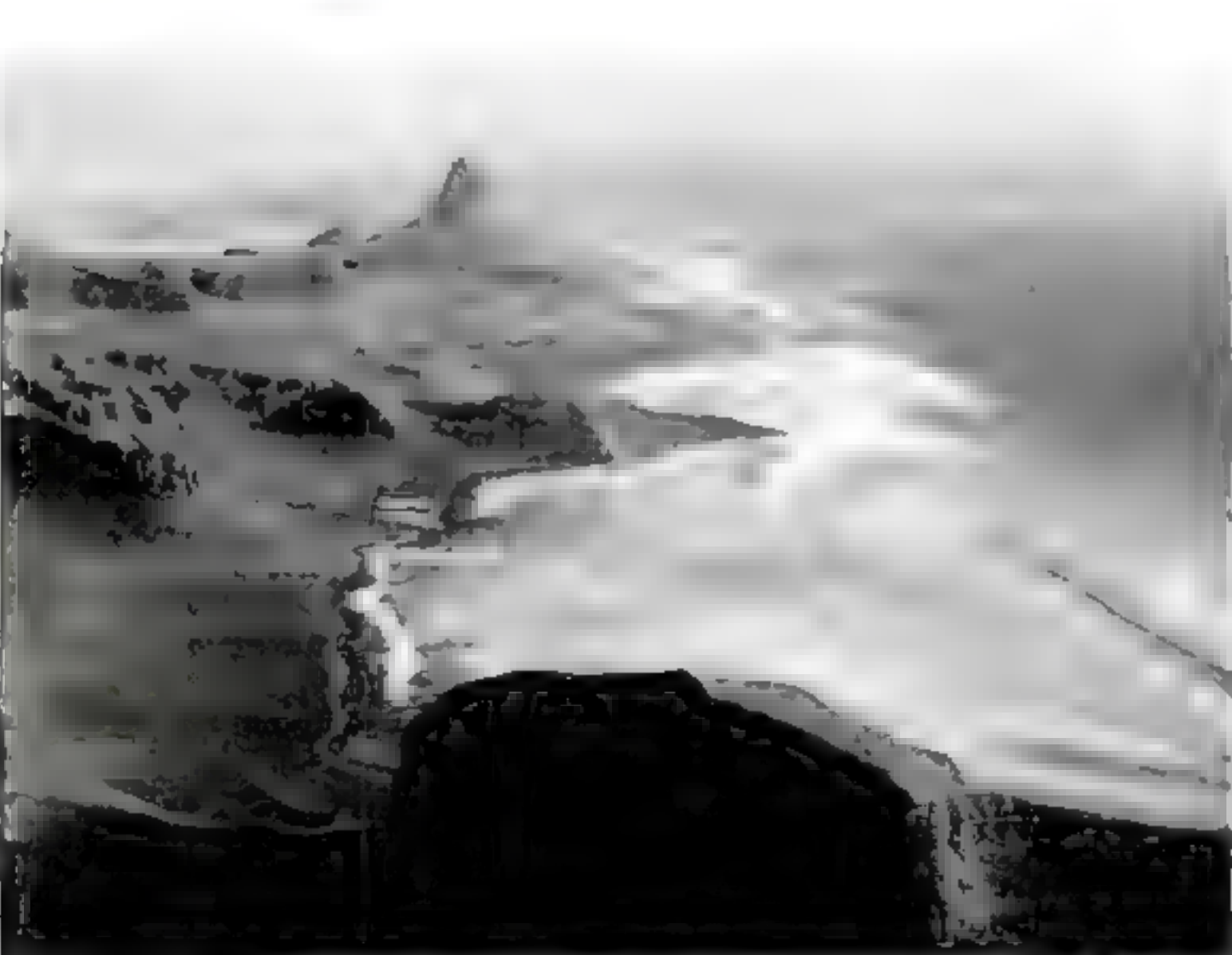
Emperors' tombs carved into the cliffs *left* look across the plain toward Persepolis. Treasures of the past are a work of architecture.



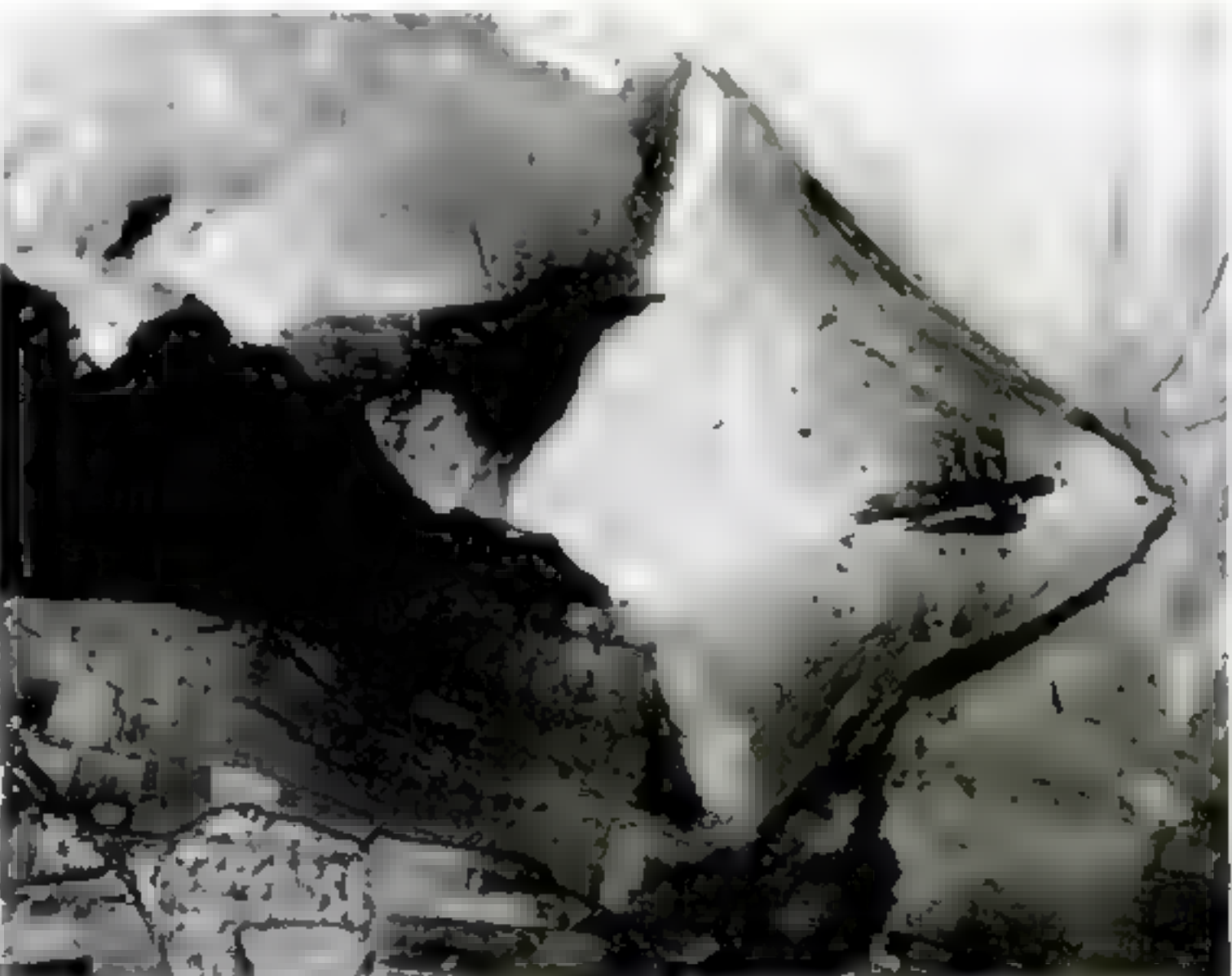
Feudal stronghold at Injarm, with wall and towers clearly marked, is surrounded by a modern village. At Thermopylae the barons of such fortresses were defeated by the Greek republics.



Border town on the Gurgan River, the boundary of Persian Empire, now on U.S.S.R.-Iran frontier, was protected by fortress (upper right). Aerial "X-ray" shows the town under desert grass.



Rock of Dadan (foreground), on the shoreline of Lake Rusa'yyah, near Caspian Sea, was perhaps a stronghold of Assassin bandits in the first centuries A. D. This was aerial camera discovery.



Vertical view shows Rock pocked by fortress foundations on face at right. At foot of the rock, to right, is angular ruin of fort. From the Assassins' fearsome reputation comes the modern word.



Remember the little *Green-eyed* *Monster?*

WELL, MAYBE YOU WEREN'T JEALOUS. But certainly you were envious of the neighbor with the lovely, luxurious percale sheets.

Their wonderful whiteness, their petal-soft texture, made your muslin sheets seem to scream "budget!" Why couldn't *you* be rich? Why couldn't *you* afford that smart percale?

Lady, now you can! You can have glorious Cannon Percale on every bed in your home—just like thousands of other new "percale plutocrats." For Cannon offers you lovely percale sheets *for just about the same price as heavy-duty muslin!* Come and get 'em!

YOU SHOULD KNOW THESE ANSWERS BEFORE YOU BUY SHEETS IN THE MAY-JUNE WHITE SALES

What does "torn size" mean? "Torn size" sheets have been torn off the bolt by hand to insure an absolutely straight hem. Then 5" were taken up by hemming, and 5" allowed for shrinkage. So you must deduct 10" from the "torn size" length to figure the *actual* size needed for your bed. Cannon advises the 108" length *torn size* sheet for the average bed.

How does Cannon Percale wear in comparison with muslin? We talked with a large number of women who had used both muslin and Cannon Percale Sheets. Of these women, 14.3% thought muslin wore better than percale; and 40.5% thought Cannon Percale wore better than muslin! The rest were not sure.

How do Cannon Percale Sheets launder? You'll find these lighter sheets easier to handle and iron than muslin. They finish beautifully, and always keep their dazzling whiteness.

What is the difference between muslin and Cannon Percale? Cannon Percale Sheets are woven with 25% more threads to the square inch than the best-grade muslin. A better grade of cotton is used in Cannon Percale. The threads are finer quality and more highly twisted. The sheet is lighter, and has a smoother, more luxurious texture than muslin.

Can I save any money with Cannon Percale Sheets? If you send your sheets to a laundry, Cannon Percale Sheets, because they're lighter, can actually save you about \$3.25 a year for each bed, at average pound rates.

For **FREE** booklet containing further answers to consumers' sheet questions, write to Cannon Mills, Inc., 70 Worth St., New York, N. Y.

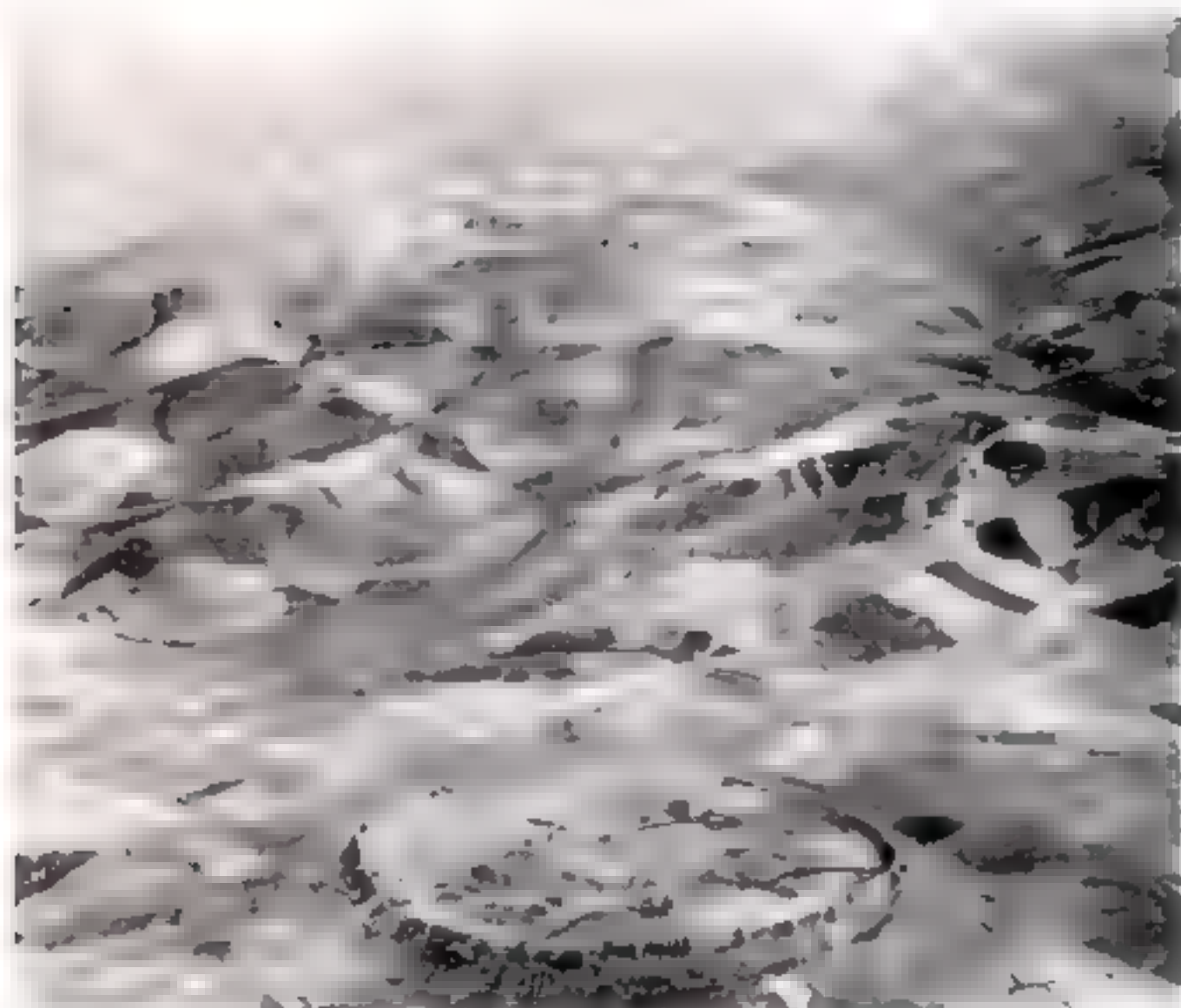


CANNON TOWELS • CANNON SHEETS • CANNON HOSIERY

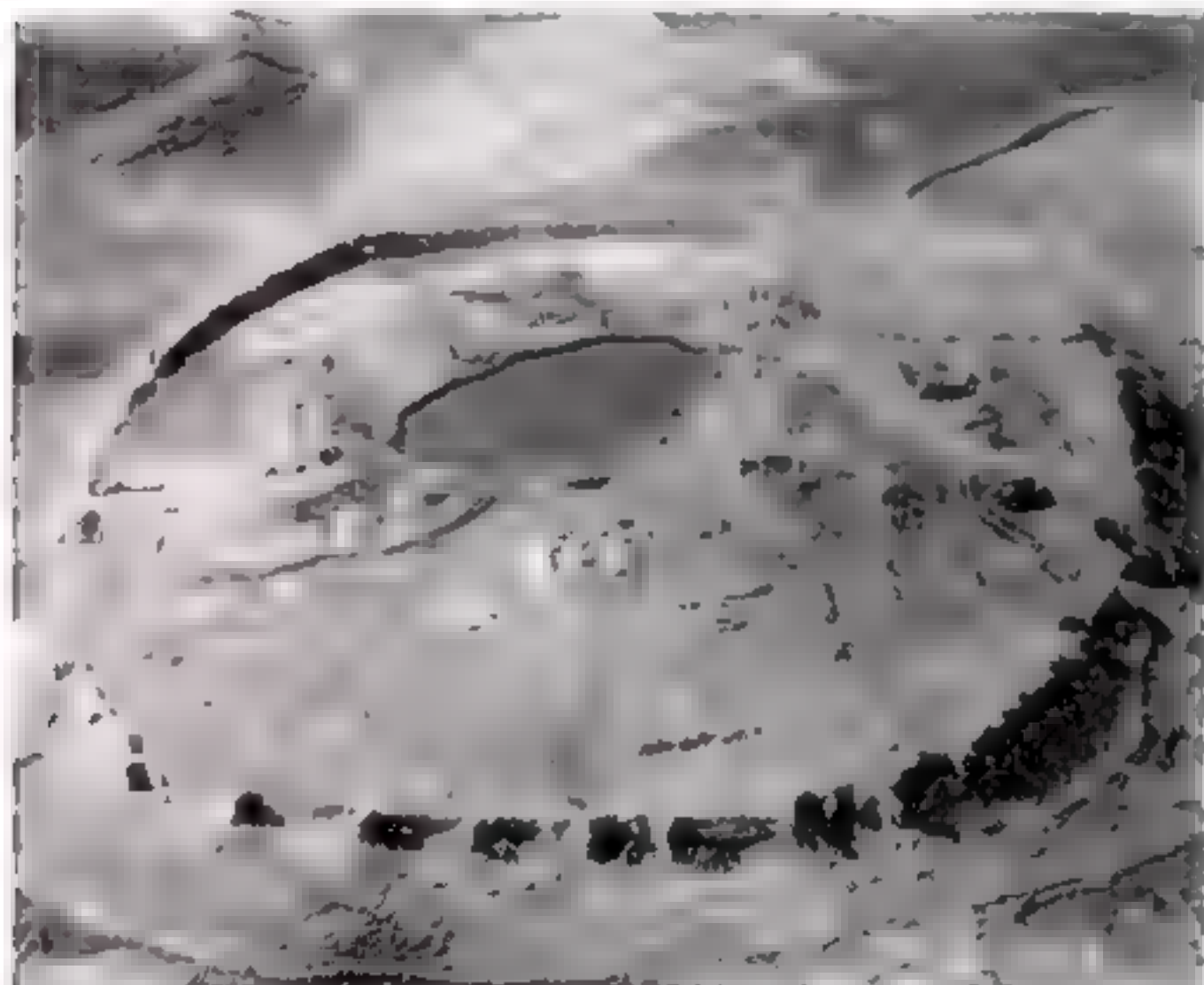
Your store also has a low-price, high-value Cannon Muslin sheet at about one dollar.

SPEAKING OF PICTURES

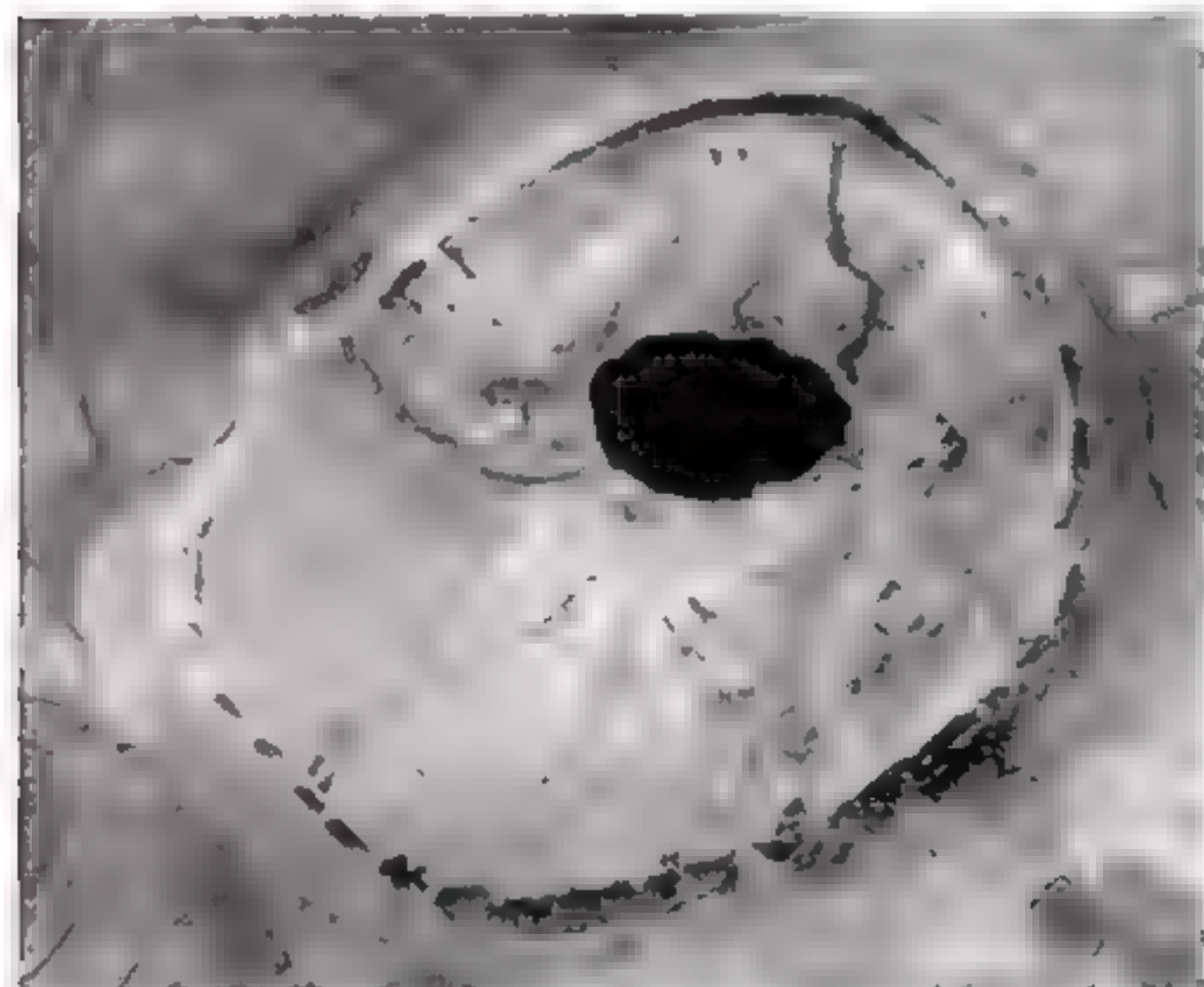
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Throne of Solomon, oval fortress on the plains of Kurdistan in northwestern Persia, is in the foreground, surrounded by farm patterns in arid soil. No archeologist has yet found evidence to support tradition that connects Solomon's name with this site.



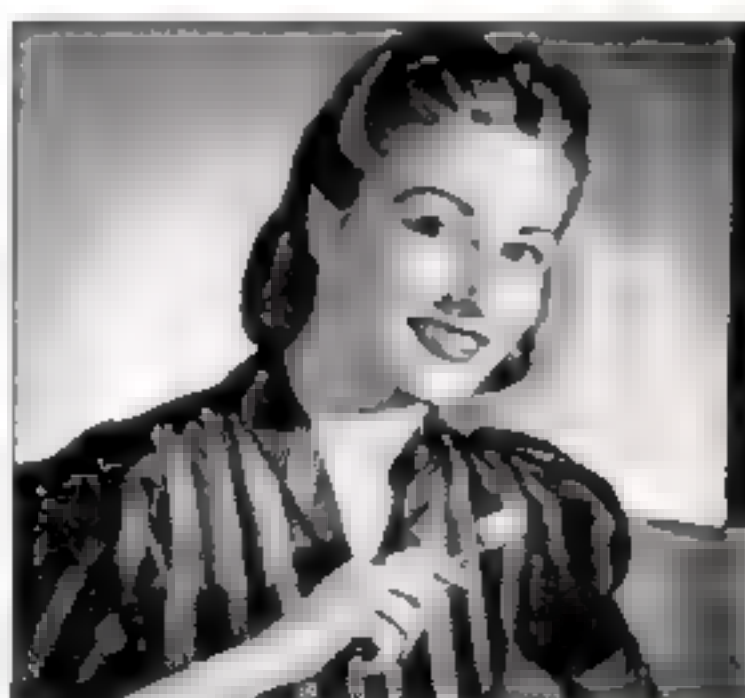
Closer view of site is tantalizing for archeologists, since only the most cursory ground surveys have been made. In folklore of modern Persians, the site is said to be rich in "colored pictures representing the celestial bodies . . . and other astonishing things."



Vertical view provides splendid map of Throne of Solomon ground plan to guide the work of future archeologists. At lower left corner of lake is Temple of Fire, to which, according to tradition, Persian emperors made pilgrimage on ascension of the throne.



For Mary has bad breath . . .
a condition
she condemns in others,
never suspects in herself.
It's a tragic mistake,
and a common one.
Even you may be guilty of it.
Remember, dentists say . . .



"Tests show that 9 out of 10 people have bad breath. That's why dentists recommend Colgate Dental Cream. For Colgate's active penetrating foam gets in to the hidden crevices between your teeth . . . helps clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath."

Don't you enjoy Colgate's tangy flavor?
Aren't your teeth brighter, more attractive?
And that penetrating foam—how clean and refreshed it makes your mouth feel!
Colgate's is the pleasant way to combat bad breath!



Play Safe!

TWICE A DAY—
AND BEFORE EVERY
DATE—USE COLGATE
DENTAL CREAM

QUICK AND
FOAMY

DELICIOUS
TASTE

POLISHES
SAFELY

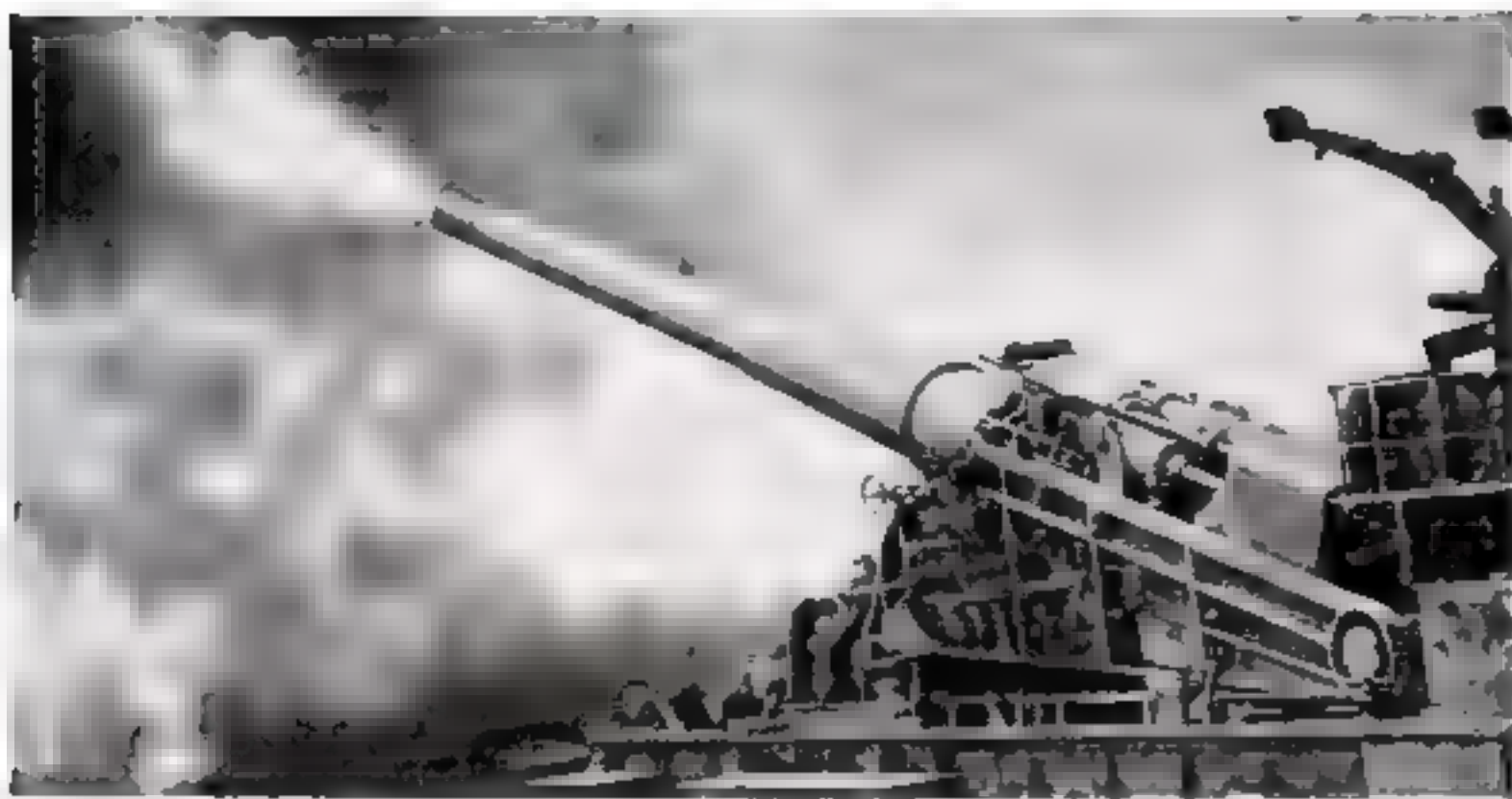
CHILDREN
LOVE IT

MAKES TEETH
SPARKLE

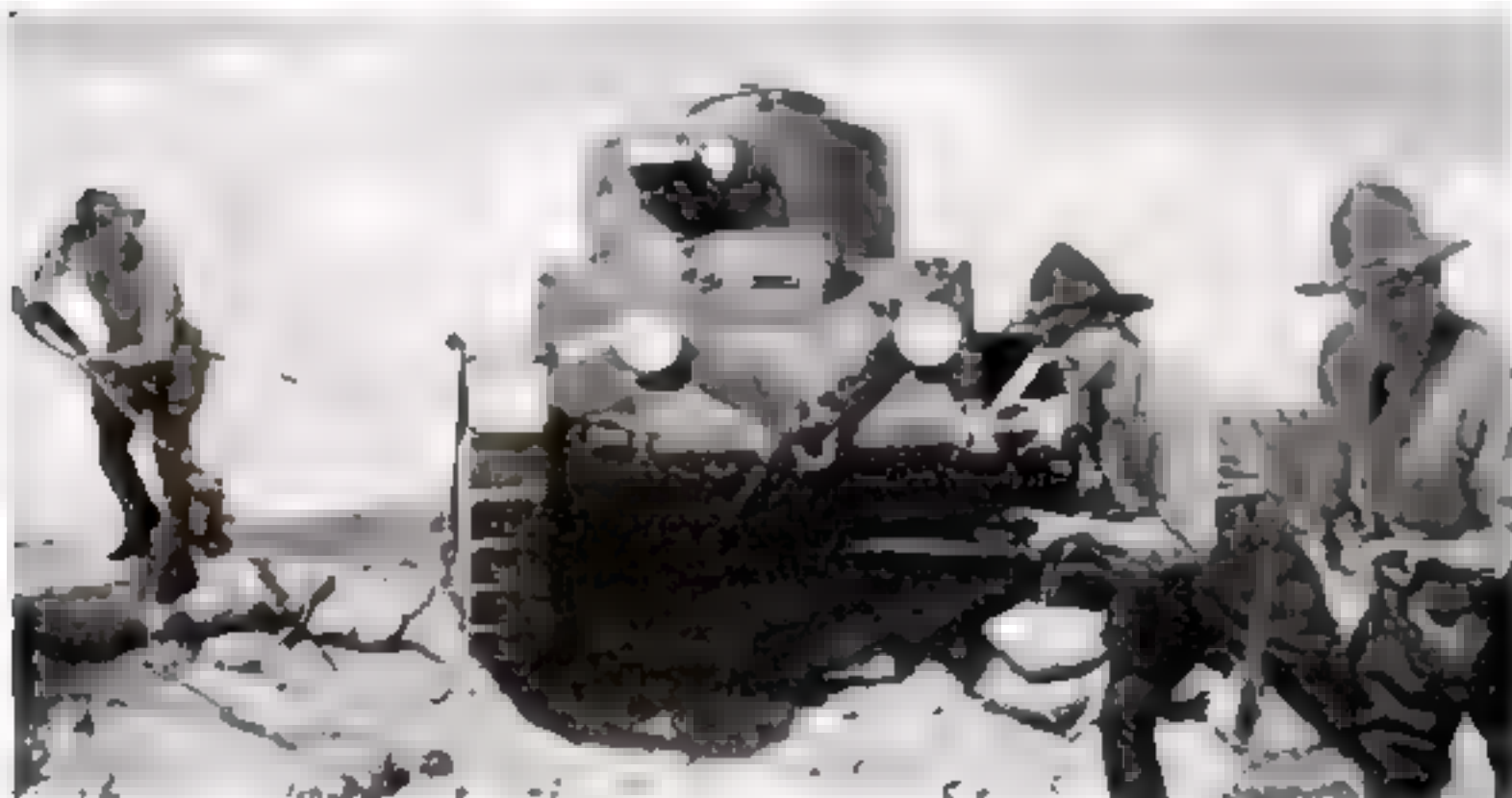
COMBATS
BAD BREATH

COLGATE
RIBBON DENTAL CREAM

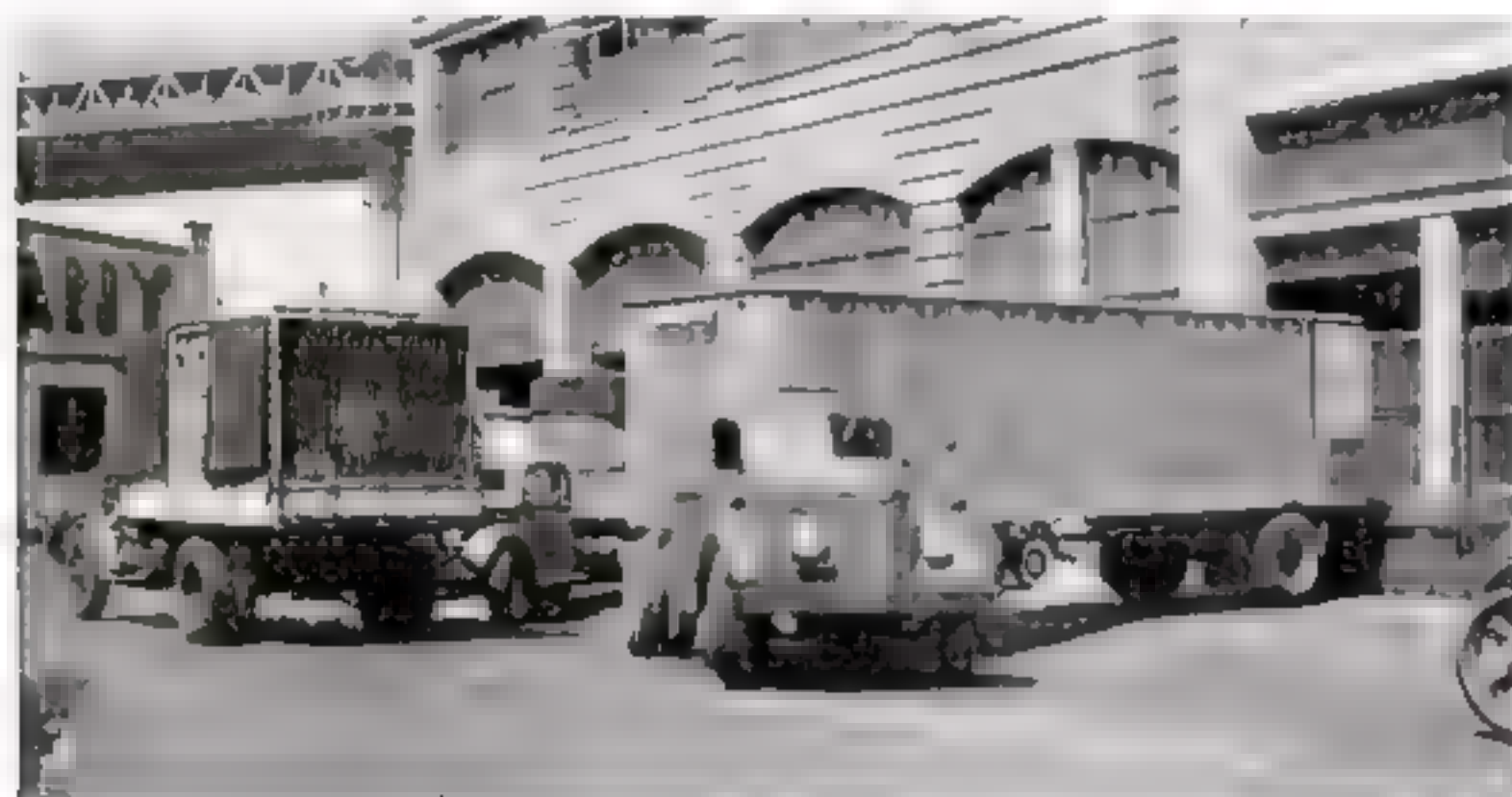
APPROVED BY GOOD HOUSEKEEPING BUREAU



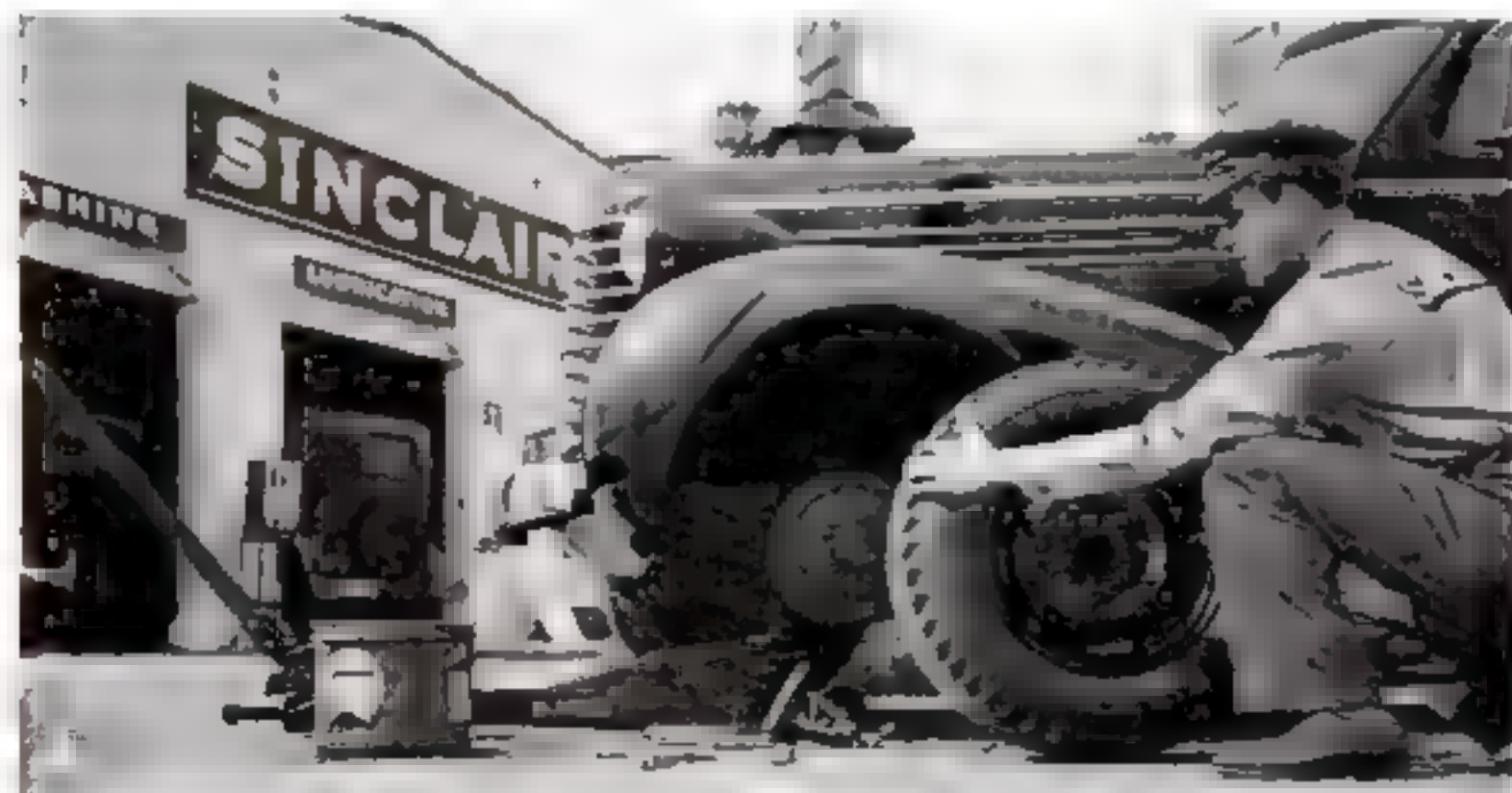
Guns must be ready to thunder along our coasts...



...tanks must be ready to roll across the countryside. But long before this comes the Battle of Production. In this great battle where transportation is a vital factor...



...many thousands of trucks and buses are Sinclair-lubricated. Trucks and buses using Sinclair lubricants travel 2 billion miles each year. To get this same expert lubrication for your...



...can see your nearby Sinclair dealer. Ask him particularly about his Sinclair-ize for Summer service. It protects your car against wear and tear of summer driving.

LIFE'S REPORTS

HIGH JINKS OF THE FIGHTING AUSSIES

Wherever the Australian troops have gone, they have given rise to stories of their high spirits and high jinks. Whatever the outcome of the Balkan battle, in which last week they were fighting side by side with the British and Greeks, they have already proved their valor and fighting prowess. This article is compiled from reports by four LIFE correspondents: Clark Sherman-Parker in Sydney, Mary Walsh in London, T. H. White in Singapore and John S. Martin in Cairo.

Among the soldiers of this war, the Australians are unique for their high spirits. The Germans fight with grim efficiency, the British with quiet courage and the Italians with frightened despair. But the Aussies love it.

They are ideal shock troops. They like to charge with the bayonet, singing. In Libya the



AUSSIES OFF TO FIGHT

sight of Aussies rushing into battle, waving their bayonets and singing *The Wizard of Oz*, invariably petrified the Italians, who surrendered without a fight. After their victories, the Aussies dressed up in the uniforms of captured generals and strutted down the streets of Bardia and Tobruk.

As they travel around the world to their battle stations, the Anzacs (Australian and New Zealand Army Corps) have been making a glorious shambles of the Empire. From Singapore, where they showered pennies on the welcoming delegation of officials, to Edinburgh, they have reduced local authorities to a state of jitters. When the British officials at Ceylon saw an Australian transport coming into their harbor, they forbade the soldiers to land, but

CONTINUED ON PAGE 38

The 2 Best Things in Life



AT DRUG, DEPARTMENT AND 5c AND 10c STORES
ALSO PINE, LAVENDER, WINTERGREEN



FOR YEARS THE FAVORITE ORANGE AT BETTER SODA FOUNTAINS

Says

HELEN MENKEN

*Brilliant Dramatic Star,
Best-Dressed Woman in Radio*



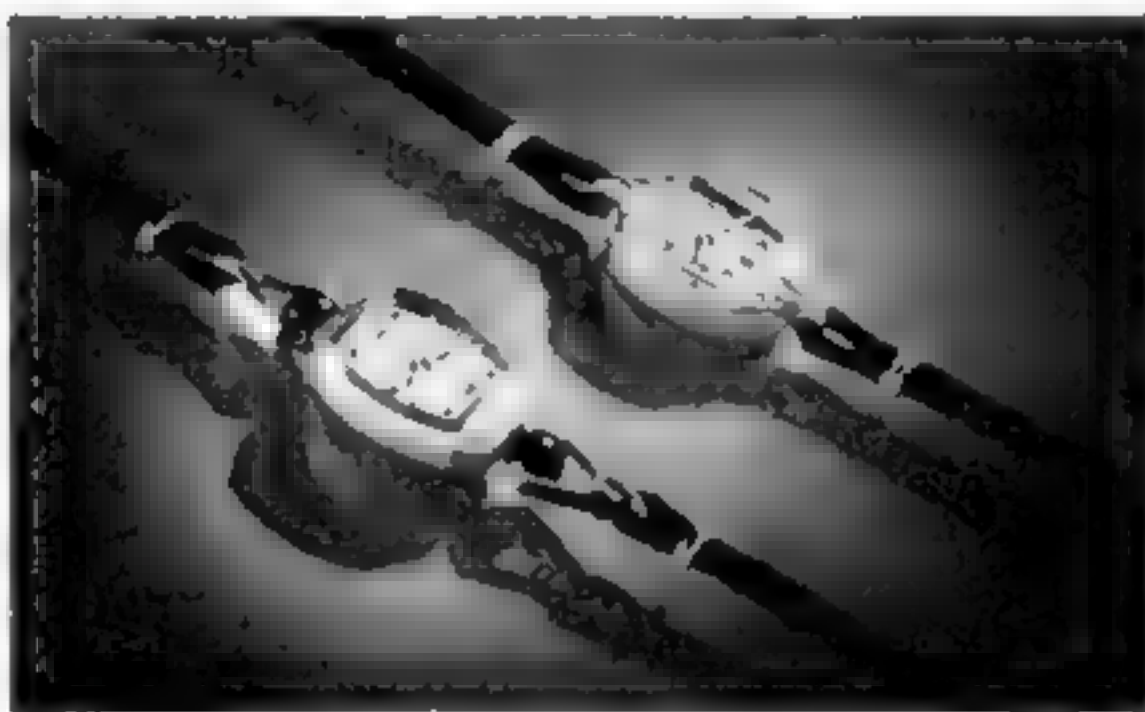
Famed across America for her magnificent roles in "Seventh Heaven" and the Pulitzer Prize play, "The Old Maid", Miss Menken is also a noted style authority. She was voted "Best Dressed Woman in Radio" by the Fashion Academy. This is her third year in the radio hit, "Her Second Husband". Her collection of old fans, sketches and paintings is unique. "There is a refinement of style and beauty in these new Lord and Lady Elgins," writes Miss Menken, "which is a tribute to American craftsmanship and striking evidence of America's rising supremacy in the field of applied art."

*"America here displays her genius for
world leadership in style!"*

ALERT, youthful, vigorous—America's surging creative spirit comes of age in the new Lord and Lady Elgins.

A freshness and originality of style is here transfigured into timepieces of superb beauty. And such is the remarkable accuracy achieved by these new master Elgins, that they conform to the highest standards of American fine watchmaking.

No Lord or Lady Elgin has fewer than 19 jewels... cases are platinum, gold, or 14K gold filled. Each has been awarded its own individual Elgin Observatory Certificate.



14K natural gold. No. 4203A. \$55.00
(Below) 14K natural gold. No. 4201A. \$70.00

Each has proved its timekeeping ability in rigorous tests in a great time observatory.

Two outstanding Elgin advances are built into these carefully adjusted watches: the patented Elginium hairspring* and the Beryl-X balance. Both are rustproof and non-magnetic.

Pride of ownership comes with each Lord or Lady Elgin. See them at your jeweler's today. The prices start at \$50.00. Elgin De Luxe watches from \$35.00. Slightly higher prices prevail in Canada. Elgin National Watch Company, Elgin, Illinois.

*Patent Nos. 1,074,008 and 2,072,980

THOROUGHLY AMERICAN! Unlike many other watches, Lord and Lady Elgins are not foreign made or assembled from foreign parts. All parts are designed and created right in the Elgin factory. Elgin, as you know, is the world's largest-selling fine watch made in America.

Lord Elgin
21 JEWELS

Lady Elgin
19 JEWELS



14K natural gold. No. 4506A. \$85.00
(Below) 14K natural gold filled. No. 4303B. \$52.50

14K rose gold filled. No. 4606E. \$55.00
(Below) 14K rose gold filled. No. 4306E. \$50.00

OLD CAPITOL
Traditional symbol of
the University of Iowa

June Hyatt, popular Iowa Delta Gamma and member of Mortar Board—honorary senior women's organization and *June Hager*, president of Phi Delta Theta (Iowa Chapter) and staff writer on *The Daily Iowa Times*—two of perhaps a thousand Iowa students who go places on bicycles equipped with New Departure Coaster Brakes.



Going Places...
on the **IOWA** Campus

● As the college crowd goes, so goes the nation. And on campuses from coast to coast, there's a tremendous preference for New Departure Coaster Brakes. At University of Iowa, for instance, 92% of the bicycles are so equipped.

Nor is this preference for New Departure exceptional. Here is the score on other campuses:

AMHERST 76%	ILLINOIS 75%	PENNSYLVANIA 84%	YASSAR 85%
HARVARD 71%	INDIANA 80%	PURDUE 82%	WISCONSIN 83%
HAWAII 70%	MISSOURI 84%	TULANE 88%	YALE 85%

Whenever and wherever you ride—the sturdy, trouble-proof qualities of the world's lightest and strongest Coaster Brake will add to your enjoyment of bicycling.

New Departure

GREATEST NAME IN

VOTED AMERICA'S MOST POPULAR COASTER BRAKE



SINGLE SPEED COASTER BRAKES... 2-SPEED DRIVE COASTER BRAKES... 2-SPEED CONVERSION UNITS FOR SINGLE SPEED BIKES... FRONT WHEEL BRAKES

LIFE'S REPORTS

(continued)

the Aussies stripped to their shorts, dived overboard and filled the town with near-naked men for two days.

Capetown, the halfway point on the long sea trip to England, has borne the brunt of the Anzac attack. They took over all the bars and buses, pushed each other around in street sweepers' carts, kissed all the pretty women, raided the breweries and engaged in riots with the anti-British Afrikaners. One boatload of them commandeered all the town's dray horses and held a "Melbourne Cup Race" down Capetown's main street.

The desire to be a traffic cop must be deep-rooted in the Anzac character, for at every city they enter they more or less solemnly induce the cops to step aside and take over the direction of traffic.

The Anzac is the highest-paid fighting man in the world, getting \$1.50 a day, which is over twice the pay of the British



ANZAC OFFICERS IN PALESTINE WITH MASCOT, "LORD HEE HAW"

Tommy. To the average rule-respecting Tommy, the boisterous Anzacs are incomprehensible and in England their higher pay has led to several scraps. In one English camp the Australians pooled their money and got a corner on all the local whisky. Some Scots encamped nearby were furious and the resulting riot produced several hospital cases.

Another Australian camp in England was next door to a cocoa manufacturer's dairy farm with 150 Guernsey cows. One morning the owner came out to find his whole perplexed herd camouflaged in red, green and yellow.

The most elaborate Aussie

CONTINUED ON PAGE 21

When your Stomach is



Never upset an upset stomach with over-doses of antacids or drastic, irritating physics and purges. It is far better to help quiet the upset and soothe the irritated intestinal walls.

Take soothing **Pepto-Bismol**. Neither physic nor antacid, Pepto-Bismol is designed to aid in retarding intestinal fermentation, gas formation and in relieving simple diarrheas.

In two sizes—at all druggists. Or by the dose at drug store fountains.

Pepto-Bismol

By the Makers of Unguentine®

Norwich

Reg. U. S. Pat. Off.



Go Happily... Go Plymouth!



A NEW WORLD OF HAPPY DRIVING opens up before you when you take the wheel of one of these beautiful new Plymouth "Sportsmen." You'll find it a smart car... a big car... yet low-priced!

Plymouth's 117-inch wheelbase—longest of "All Three"—low-priced cars—gives you extra room and comfort. And you enjoy the greatest power per pound of

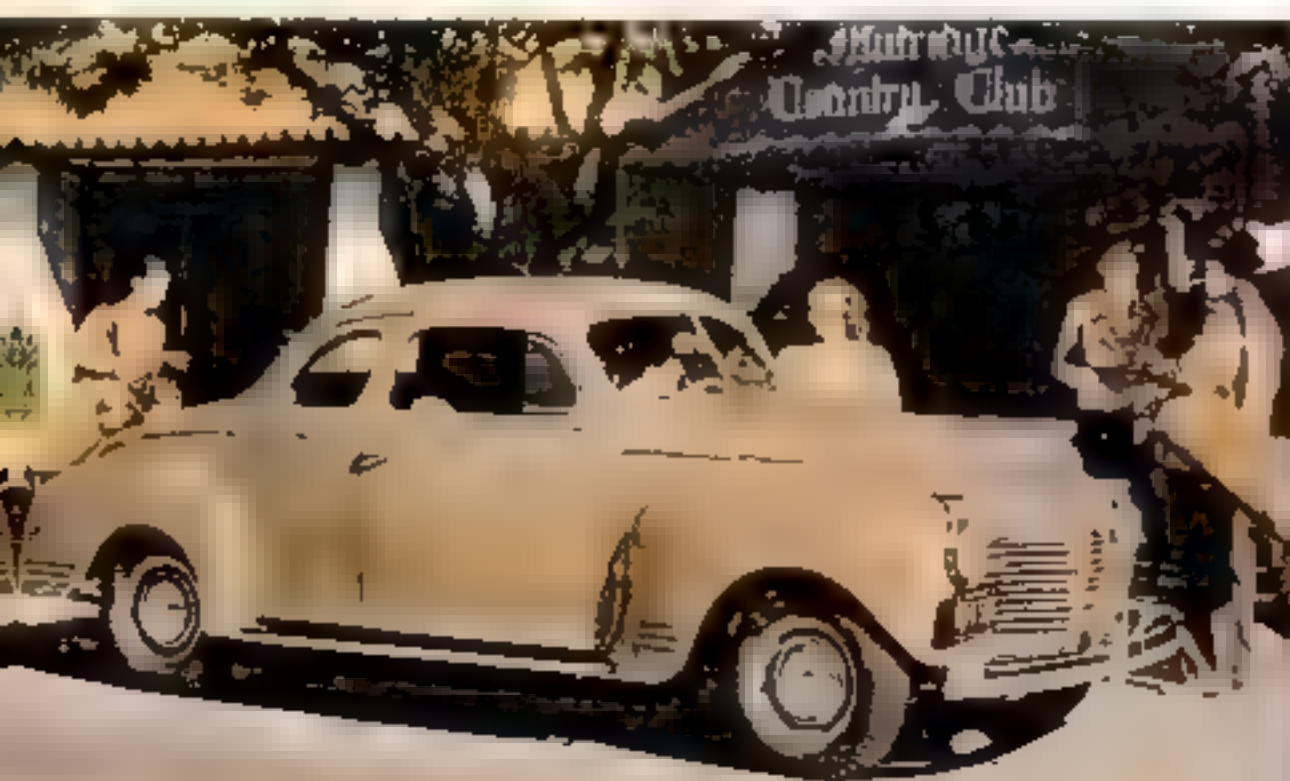
car weight of "All Three." You do less gear shifting.

The handsome new Plymouth Station Wagon (above) is built on the Special De Luxe Plymouth chassis. It is a remarkably roomy car, and is available with either 2-tone or natural finish body. The auxiliary seats are quickly removable and interchangeable.

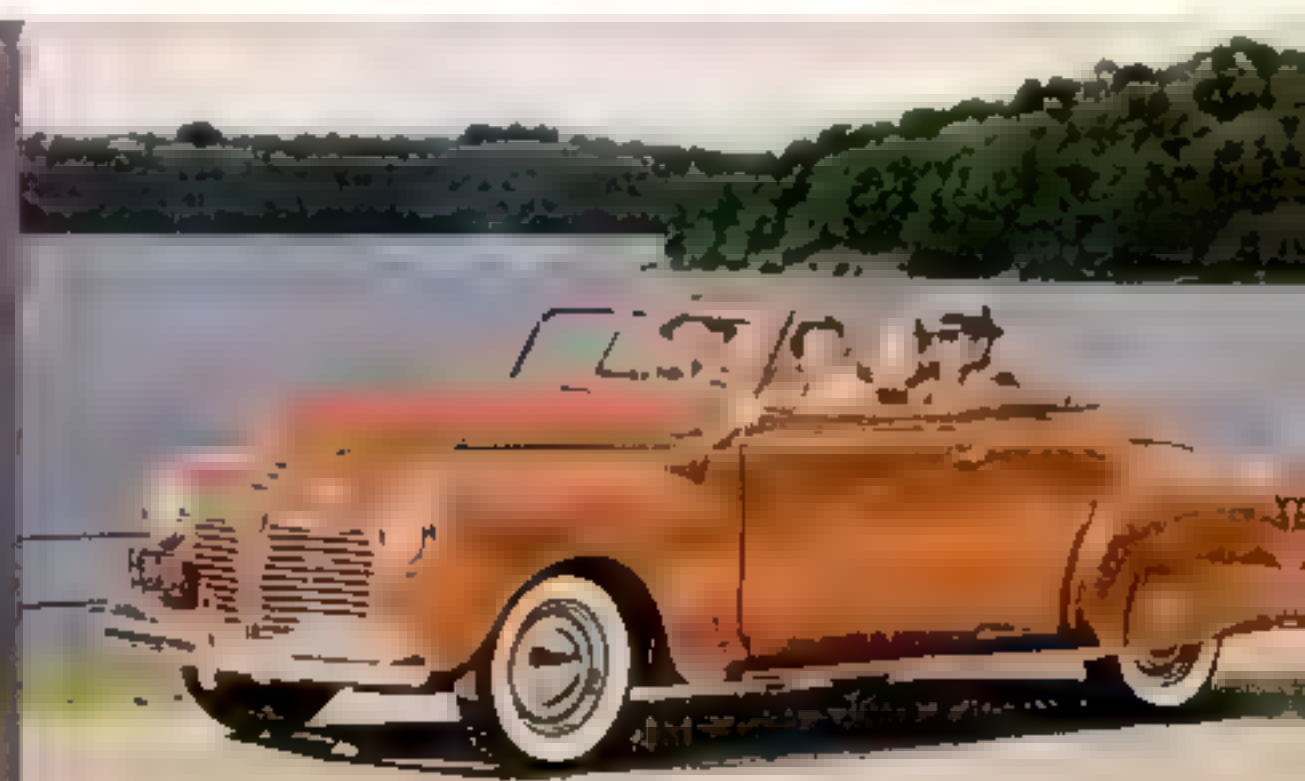
PLYMOUTH DIVISION OF CHRYSLER CORPORATION

THE NEW PLYMOUTH SPECIAL DE LUXE 1 Passenger Coupe (below, left) is a low-priced car with fittings and tailoring that you might expect to see only in high-priced cars. The auxiliary seat folds out of the way when not in use.

THE NEW PLYMOUTH CONVERTIBLE COUPE (below) has the famous power-operated top—red leather seat cushions—room for five inside. White sidewall tires are standard.



Plymouth
BUILDS
GREAT CARS

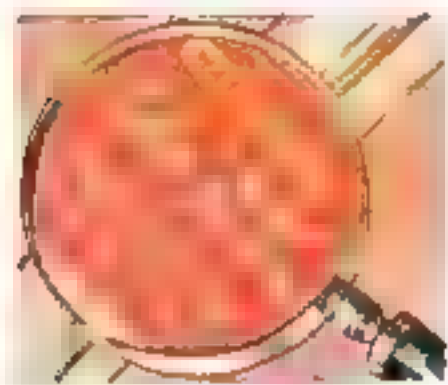


Now you need only
one toothbrush a
year if you buy a...

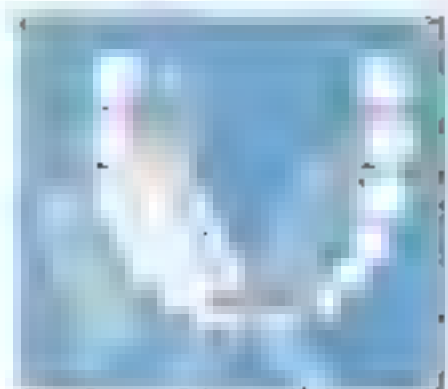


THESE
Miracle-Tuft
EXCLUSIVES
mean cleaner, brighter
teeth for you . . .

EXCLUSIVE! "EXTON" Brand
Bristling. Heavier, stronger, lasts
longer. Compare with any other tooth-
brush, texture for texture!

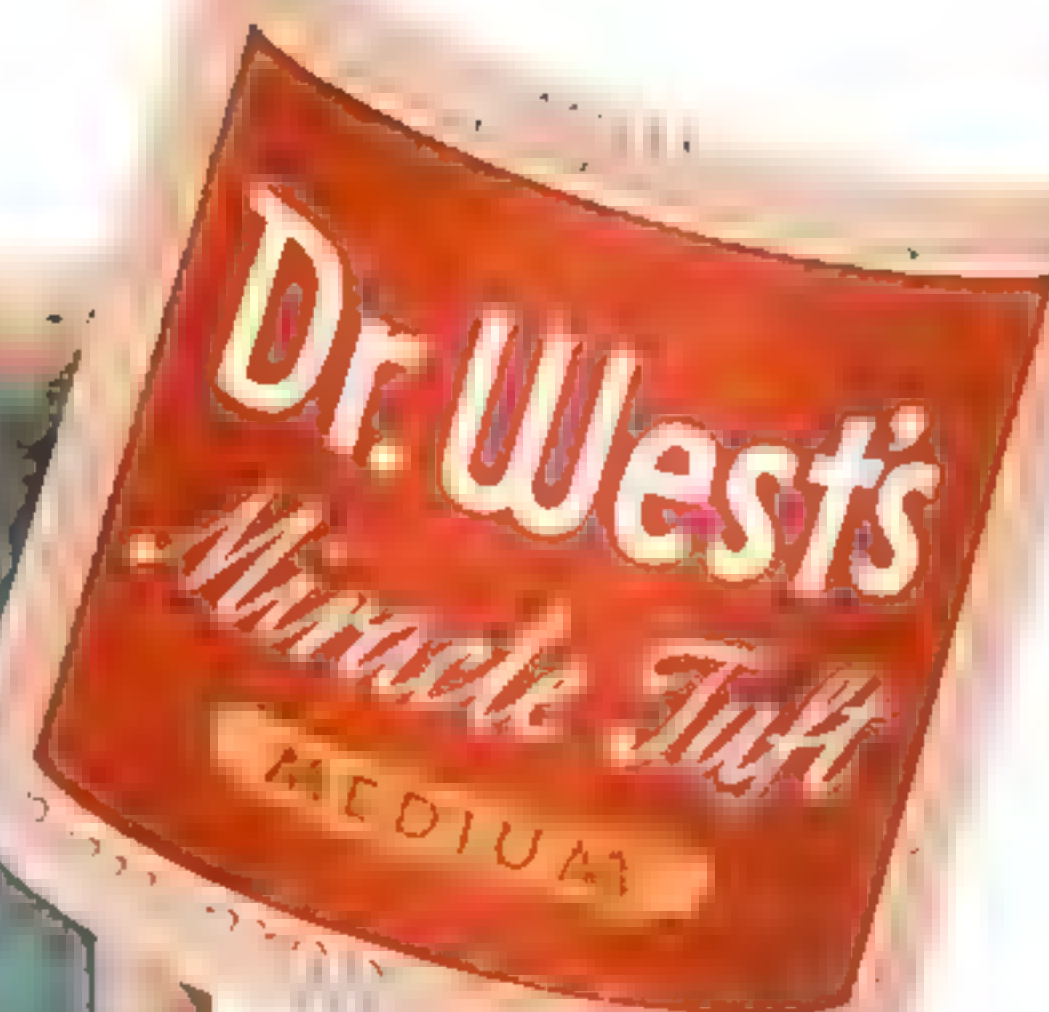


EXCLUSIVE! SURGICALLY
STERILE. Sealed in glass . . . germ
free. Reaches you as sterile as a sur-
geon's instruments—Tests prove 100%
sterility years after sealing



EXCLUSIVE! CORRECT SHAPE
Patented and original! Reaches
every surface, every crevice of every
tooth

Copy, 1941 by Waco Products Company



A fact proved
after 2 years by
16 million sales!

●It's not wishful thinking . . . it's not just a
claim! It's a *fact* proved by the experience of
millions of users—a Dr. West's Miracle-Tuft
Toothbrush not only cleans better when you
buy it, but *keeps on* cleaning a full year after!

The secret lies in amazing "Exton" brand
bristling, exclusive with Dr. West's—the
heaviest, strongest, longest-lasting bristling
substance known. And there's another real
advantage, too, that Miracle-Tuft alone gives
you. Only Miracle-Tuft comes to you *surgi-
cally sterile*, sealed germ-free in glass. A
standard of protection you should demand
for anything as intimate as a toothbrush.

Switch to a Miracle-Tuft for better cleans-
ing, for longer brush-life. There's a choice of
textures in the Regular, Professional and
Oro shapes. You'll find one of them exactly
suited to your personal needs.

SHIP BY AIR EXPRESS

—And Save Important Time!

Whether your shipment is rivers or roses—if you want it to get there *fast*, specify "by Air Express." It flies to its destination at 3-mile-a-minute speed—which means same-day delivery in most cases, *overnight* even to points 2500 miles away! Saves *weeks* to scores of foreign points.

Look How Little It Costs—

(Minimum Charge \$1.00. Rates by Air Miles.)

Miles	2 lbs.	3 lbs.	5 lbs.	10 lbs.	25 lbs.
200	\$1.00	\$1.04	\$1.12	\$1.32	\$2.00
500	1.12	1.28	1.60	2.40	5.00
1000	1.32	1.68	2.40	4.20	10.00
2000	1.92	2.88	4.80	9.60	24.00

Proportionately low rates for off-airline points, reached by combined air-rail service.

Every Shipment gets SPECIAL Handling, at No Extra Charge

Air Express delivers directly, day and night, between more than 250 U. S. key airport cities—and by fast, co-ordinated air-rail service to practically all points. Special pick-up and special delivery, within regular Railway Express vehicle limits in all U. S. cities and principal towns.

Air Express is EASY to Use

Just phone Railway Express Agency, AIR EXPRESS DIVISION, for details and service. Ask *now* for time-table giving domestic and foreign rates, time, etc.

"FASTEST WAY" MEANS

AIR EXPRESS

Call Your
RAILWAY EXPRESS
Agency for Service



Rollfast BICYCLES

Stylish for beauty...made to last

FREE...WRITE FOR BICYCLE CATALOG
R. P. HARRIS MFG. & MFG. CO., INC., ROLLFAST BLDG., NEW YORK, N. Y.

LIFE'S REPORTS

(continued)

joke in England was played on the police chief of a city near one camp. The day before they were to sail for Egypt, the Aussies approached the camp's commanding officer with a fine boomerang with a silver plate inscribed to the local police from the grateful Australian Imperial Force. With band and honor guard, the commanding officer presented the boomerang to the police chief. Two days later, after the Aussies had sailed away, the local museum curator turned up and claimed the boomerang as stolen property.

In both their fighting prowess and their high jinks, the Aussies of today are true sons of their fathers. The five divisions of Anzacs who fought in Flanders in 1918 captured a quarter of the guns and reoccupied a quarter of the territory taken by the whole British Army of 53 divisions. For a country which then had only 5,000,000 population, that is a sensational record. Ludendorff was not fooling when he gave orders in 1917 that the Anzacs were never to be attacked frontally again.

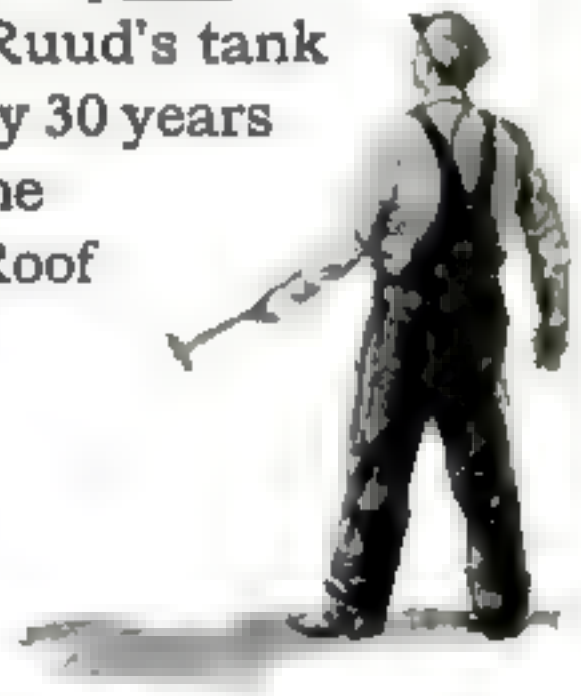
In the last war the Americans and the Anzacs were kindred spirits, sharing a sense of adventure quite different from the air of grim business characteristic of European soldiers. At the battle of Hamel on July 4, 1918, the Americans were so envious of the Anzacs for getting first place in the attack that many of them, borrowing tunics and turned-up hats, rushed into battle with the Anzacs. On another front, where the Anzacs also got the call, the Americans displayed such interest in German prisoners being brought back by Anzac squads that a brisk little business sprang up, the Anzacs selling their prisoners to the Americans for \$1 apiece.

The Aussie soldier of today is a little more fatalistic about his chances than his father was, but no less light-hearted. Brought up in a country that is still largely frontier, he is healthy, strong, expert in strenuous sports. He has had an unsurpassed public education but covers it up by restricting much of his conversation to profan-

I'm gonna get a
Water Heater Tank that's
GUARANTEED
against rust!



Mister, you need more than
a guarantee... you need proof...
and the guarantee on Ruud's tank
of MONEL is backed by 30 years
performance on the
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A guarantee is a mighty important thing... and a Ruud tank of MONEL carries the strongest guarantee you can get—absolutely watertight protection against leaks or failure due to rust or corrosion for 30 years! But here's something even more important—proof that MONEL lasts a lifetime!

Look! One of the toughest tasks any metal ever tackled was the job of licking rust and corrosion on the vast roof of Manhattan's Pennsylvania Railroad Terminal. Fighting not only ice and snow and rain, but corrosive fumes and grit that make short work of ordinary metals.

Thirty years ago MONEL was chosen as the right metal for this tough spot. Twenty-two years later engineers inspected it and stated that it would last at least 300 years longer! Convincing proof that a Ruud tank of MONEL will still be free of rust and leaks long after the longest guarantee is just a yellowed scrap of paper!

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So get more than a guarantee—see your gas company, plumber or dealer in bottled or



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MONEL

...the metal that needs no guarantee!

THE INTERNATIONAL NICKEL COMPANY, INC.
73 Wall Street New York, N. Y.

CONTINUED ON PAGE 21

Pleasure plan for Spring TOUR PENNSYLVANIA IN BLOSSOM TIME



The Governors of the 13 original States have been invited to rededicate Valley Forge when the dogwoods bloom, May 10th.



The Memorial Chapel at Valley Forge tells the colorful story of our history in its memorial rooms and memorial windows.

Take time out from the bustle of business . . . and meet the rustle of Spring in Pennsylvania. Nowhere else is there a more lavish display of the pastel tints of the blossoms of Springtide. Soon apple and peach blossoms will transform the rolling farmlands of Pennsylvania into a panorama of pink and white petals . . . dogwood, redbud and wild azalea will grace the hills throughout the State . . . mountain laurel and rhododendrons will cloak the Poconos and Alleghenies with Springtime splendor.

It's Spring again! Pennsylvania calls. Come for a day . . . a week-end . . . for as many days as you can spare. The days you spend in Pennsylvania in the Spring will be days you'll cherish in your memory forever.

FREE! Send for this fascinating pictorial guide to Pennsylvania . . . fully illustrated in color. Address: Pennsylvania Department of Commerce, Division O-1, Harrisburg, Pennsylvania.



See
PENNSYLVANIA
Birth State of The Nation
KEYSTONE OF NATIONAL DEFENSE

ARTHUR H. JAMES, Governor MARK S. JAMES, Deputy Secretary of Commerce

LIFE'S REPORTS

(continued)

ity. His favorite drink is beer, a beverage in which he unofficially measures marching miles—roughly two miles to the beer.

The Australian Imperial Force is the most democratic of armies. There is no officer caste and privates never salute officers in the street. Many of them consider it bad form to accept promotion. One Aussie, a wealthy sheep rancher in private life, was promoted to corporal five times and each time had to pick a fight and get jailed in order to remain a private.

Discipline is real but informal and the officers find it wise to explain the reasons for their orders. Foreign military men are often amazed to hear an Anzac officer say, "It is only a matter of common sense, for everyone's



AUSSIES SWIMMING AT BARDIA benefit," and to hear the men answer in chorus, "Okay, sir."

In the last war British officers found that the Anzacs paid no respect to rank or dignity but responded to treatment on their own terms. The Anzacs had a particular disgust for the British monocle, deeming it a mark of class snobbery. The use of a monocle by one British officer commanding an Australian brigade so annoyed the Aussies that one morning they turned out on parade, every one with his identification disk stuck in his eye. The British officer wisely took it in good part. Removing the monocle, he tossed it in the air, caught it neatly in his eye and said, "Do that, you blighters." Thereby he became an Anzac hero.

The Aussies never salute any officers but their own. In Whitehall recently an English major general stopped a non-saluting Aussie and demanded to know

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FOR "IN-BETWEEN" FIGURES



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"Allo-Ette" gives "putlift" as well as "uplift" to average figures—\$1.00, \$1.50, \$2.00 and up; shown with "Curtsey" No. 1506 (matching pants) No. 1526—\$2.00. Send for free Style Booklet Z: Maiden Form Brassiere Co., Inc., New York.

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Made by the A. C. Gilbert Co., New Haven, Conn.
Mfrs. of fine quality electrical appliances

SCALP CIRCULATION AT YOUR FINGERTIPS

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ALSO IN NATURAL PLASTIC OR CHROME \$9.95



The most thrilling moment in life...

A MOTHER sees her baby for the first time. One question comes to her mind: "Is my baby healthy?"

Thanks to medical science, Mother, chances are that your baby is normal and healthy, and will remain so, for babies are safer now than ever before.

For instance, in this country over 75,000 babies will live this year, who would have died at less than one year of age, had they been born 20 years ago.

Come with us, Mother, and see how your baby is protected in the hospital where he was born...

Your baby lives in a world apart, the hospital nursery. No one is admitted there except a few specially-assigned nurses. Not even the doctor himself may enter; he examines your baby in an adjacent room. And for baby's further protection against germs, the doctor wears a cap, mask, gown and sterile gloves.

All your baby's clothes, and his bed-clothing too,

are sterilized. When he is brought to you for nursing, he is wrapped in a sterile blanket. And a sterile feeding-sheet is spread over your bed-clothing. Visitors are permitted only during certain hours, and then are asked to stay away from your bed.

In addition, your baby's skin is still further protected against germs by a complete oiling at least once a day, from top to toe, with *antiseptic* oil.

Yes, Mother, in every way your hospital strives to keep your baby healthy. But remember, once you leave these friendly walls, the responsibility is largely yours. Be sure to keep everything near your baby sterile, protected against germs. And, above all, take your baby to your doctor *regularly*.

The baby oil used in most hospitals is Mennen Antiseptic Oil. That's because it is *antiseptic*—helps

keep the skin safer from germs. These hospitals and thousands of doctors urge you, Mother, to continue to give your baby a complete oiling with Mennen Antiseptic Oil daily, until he's at least a year old, and to use the oil at every diaper change, too, to help prevent diaper rash and excoriation of buttocks.

And when you use a baby powder, remember that it, too, should be antiseptic. Three out of four doctors expressed that opinion in a recent nation-wide survey. So, choose Mennen Antiseptic Powder. Made by a new process—hammerized—it is "smooth as air." And, most important, it is *antiseptic*.



Pharmaceutical Division
THE MENNEN COMPANY
Newark, N. J. — Toronto, Ont.

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baby's clothing calls for greater
care in washing than do di-
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are recommended..."

**CURITY, famous for Layettecloth
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... the flake form of baby's own
pure Ivory Soap... 99⁴⁴/100% pure**

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AS FAST!

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for the front door... one for the rear.

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brass—Embossed classic design
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LIFE'S REPORTS

(continued)

who he was. "I'm a kind of Aussie soldier," was the reply. Said the officer: "Well, I'm a kind of major general and you owe me a salute." Said the Aussie: "Okay, brother, I'll give you a kind of a salute." And he did.

In England the Anzacs per-
sistently flout the rigid British
rule against officers and privates
drinking in the same place. One
evening the same sheep rancher
who fought to remain a private
entered a bar with some friends
and was ordered out when some
English officers appeared. He
refused and when the pub man-
ager came to throw him out,
pulled out a checkbook to buy
the place. He was seriously ne-
gotiating with the owner some
days later when he was shipped
off to Egypt.

The most famous Aussie trio
are Goldie, Mac and Darcy, who
before the war were respectively
a sugar-cane picker, a railway-



REFRESHMENTS IN PALESTINE

man and a sheepshearer. When
they enlisted together they
vowed that they would be the
first to reach the capital of any
country they visited. The first
one they reached was Cape-
town. When their ship arrived
in Capetown Harbor, they dived
overboard, swam ashore and
were thereafter A. W. O. L. for
two days, during which they
drove cars up the steps of the
post office, slid down a letter
chute and broke into a cheese
vault.

When they reached England
they made straight for London
—again A. W. O. L.—and were
there jailed for 20 days. As soon
as they were released, they lit
out for Edinburgh where they
were jailed for 28 days. By this
time their officers knew what
to expect and before their ship
reached Egypt they were locked
in the brig. They have not been
heard from since.

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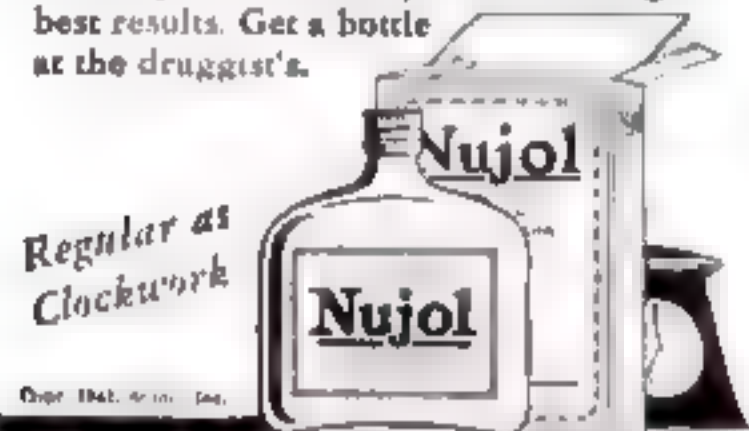
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LIFE'S COVER



Vera Gilmer on this week's cover could qualify as a kindergarten teacher. She has a teacher's degree from U. C. L. A. but thus far has had no need to use it. Photographers and artists like her face and figure so well that Vera has been busy modeling ever since graduation. Twice a week she broadcasts from the Rainbow Room, but her big chance will probably come with the popularization of television. The red heart she wears on the cover is one of many red style notes in the present fashion scene. For additional "right reds" see pages 61-64.

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Core of democracy's scientific advancement, whether in cancer research or airplane construction, is the free exchange of ideas in open discussion.

Child of heaven or Child of hell!

SCIENCE offers mankind knowledge and tools with which to shape a world of surpassing beauty and security.

But science's gift also make it possible for the wicked, the stupid, and the misguided to plunge our world toward everlasting darkness.

Science is that way. A blessing or a curse. A builder or a destroyer. A child of heaven or a child of hell!

Beyond America's shores, we have seen science become a shackled thing—chained to Stone Age creeds of violence and destruction, perverted to implement gangsterism. Within our shores, we see democracy preserving true science as a force inherently free to question, to criticize—and, there-

This advertisement is one of a series studying our democratic American way of life.

fore, more vigorous and richer in promise than anywhere else in the world.

The Genius of the Free

Even in the disagreeable but now inescapable business of arming for defense against aggression, the free science of democracy holds a clear-cut edge. Not a single weapon being employed today—submarine, tank, dive bomber, bombsight—has had its origin in a Fuehrer-regimented nation. Not a single one of these has been developed to the degree of perfection achieved by democratic freedom and ingenuity. Only in *quantity pro-*

duction of these arms have we been temporarily outpaced. And now, it is reassuring to know that democracy has at last, in self-defense, given this phase of its resourcefulness the all-out signal.

It is still more heartening, however, to recognize some of the things our science is continuing to create and store up for the better world of tomorrow!

American laboratories can now promise us virtual independence from many "natural" sources of necessities. Food, fodder, and fiber can now be grown without soil, without rain, without sunlight. Rubber, textiles, the versatile new plastics, are derived successfully from such simple, basic stuff as corn, wood pulp. Plant material is being

miraculously converted into coal and petroleum. A new vacuum tube holds promise of enabling us some day to transmit electric power without wires. And the new "atom smasher" brings us close to unlocking prodigious stores of atomic power—power never before tapped by man!

Conquests that Endure

An American scientist recently has carried us a tremendous stride toward conquering mankind's most mysterious diseases, infantile paralysis, influenza, cancer—toward solving the problem of how heredity works—and to the brink of comprehending the very nature of life itself! This he has accomplished by isolating and crystallizing an elusive microorganism known as the tobacco mosaic virus.

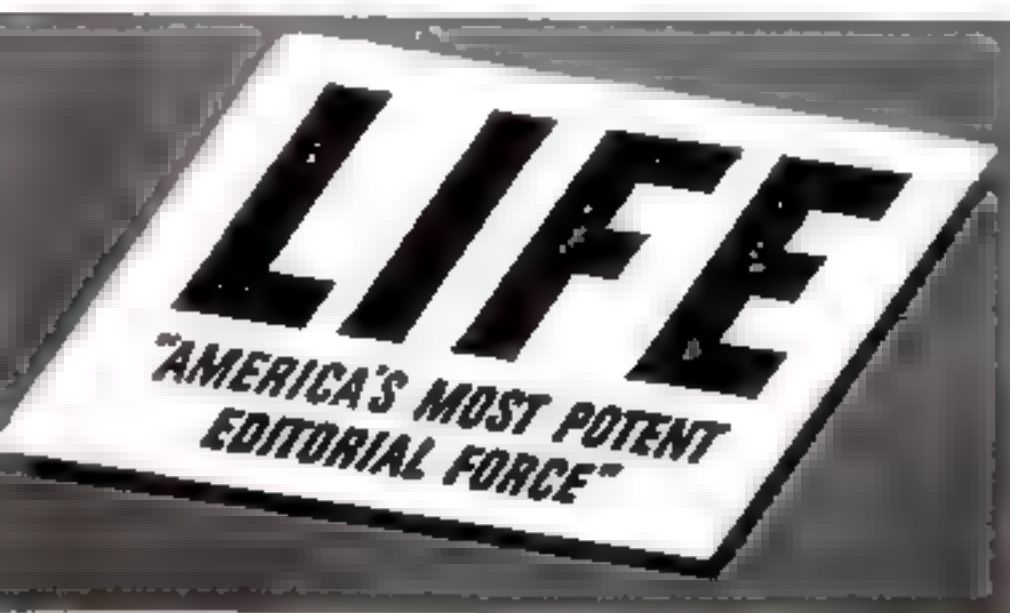
Another American has evolved a short-wave beam that can spot airplanes through otherwise impenetrable fog or darkness, from the ground or from other planes. Still another American has perfected Frequency Modulation, a revolutionary system of radio transmission and reception that, among other things, insures perfect radio communication for planes despite the most violent electric or magnetic disturbances. And the laboratories of an American business enterprise have produced a device for determining "absolute altitude" from the earth's uneven surface, a device that should go far toward eliminating mountain-crash plane accidents.

Hope for Tomorrow

What a brave, new world American scientific genius promises us, after peace comes! And what a helpful, inspiring circumstance it is for this genius and for the democracy in which it flourishes to have a free press which gives as many people as possible intelligent understanding of these great things astir, those dazzling horizons unfolding!

LIFE Magazine, from the start, has been peculiarly fitted to inform Americans, to "let them in on" the gigantic tasks and accomplishments and hopes of science. LIFE's unique picture-and-word editorial technique keeps a weekly audience of more than 20,000,000 readers soundly informed—makes what once seemed to them a "heavy" subject (like science) exciting, understandable, significant.

LIFE is proud of the contribution it is making in these crucial times toward the successful functioning of democracy. And, as "America's Most Potent Editorial Force," LIFE is dedicated to continuing this contribution both now and after these times of crisis have passed.



Expanding continually are America's instruments for mastering the unknown: the electron microscope for magnifying 100,000 times—

the klystron tube for transmitting electric power some day without wires—the cyclotron for unlocking the power of the atom.



Building for the future, America's free science analyzes problems of childhood behavior, diseases, nutrition—and solves them more helpfully than has been done for any other people.



American agricultural science discovers how to produce new foods, perfects new ways of producing foods, new ways of insuring our food supply against the vagaries of Nature.



Dictatorship's folly is democracy's incalculable gain; scores of the old World's great intellects, like that of Albert Einstein, flee ty-

ranny and bring their priceless talents to this land—where science goes unshackled to search for truth, to develop, and to create.



It was "right about face" for J. Curtis Brock, 32-year-old insurance man of Winston-Salem when he sat down at the Audiometer with Consultant H. L. Oliver of Sonotone's Greensboro, N. C. office. Ever since student days at the University of South

Carolina Mr. Brock's hearing had been undermining his self-confidence until he was frankly fearful of his future. The Audiogram permitted a personalized fitting of a Sonotone that completely reversed his life.

"RIGHT ABOUT FACE"... INTO LIFE!

If your hearing vanished overnight, and you woke some morning to a so muffled world, the chances are there'd be fewer hard of hearing people in America! The mere shock of it would drive them to seek competent medical help in a hurry.

Unfortunately, the loss of hearing is generally so gradual that a man rarely pays much attention to it. When he does, he hesitates to admit it... blames it on other people's careless speech... and finds alibis for putting off preventive action.

But "putting it off" always makes matters worse. For it isn't deafness that must be feared, but the consequences of deafness on your personality, speech, self-confidence, earning power and social relationships.

In the typical case of J. Curtis Brock, a young insurance man in Winston-Salem, the "consequences" nearly wrecked his life. His hearing had been seriously impaired for more than 10 years. But he kept "putting it off"... until about a year ago the accumulated results of his hearing deficiency had him lying awake nights wondering if he'd have to turn to manual labor to support himself.

Most people resign themselves to that state of mind Brock felt. He made up his mind to see if a hearing aid wouldn't help, and got a Sonotone. And the change his Sonotone made in his hearing snapped him "right about face" and sent him back into life with both feet. The ability to hear again restored his self-confidence, his willingness to meet new people, his ability to sell, and gave him a whole new interest in living.

To many, many thousands of hard of hearing people, Sonotone has already brought this same new freedom of action. Today, it is a tragic and utterly needless waste to "put off" doing something about your hearing. For thanks to Sonotone's nine long years of research anybody anywhere in America can have an Audiogram made of his hearing, and see with his own eyes whether he needs an aid.

And if he does, he can have every expectation of hearing again, for this ceaseless Sonotone research has so completely revolutionized hearing aids that today 95% of the deafened can be helped to better hearing... and better living!



Almost at once, Mr. Brock's sales and earnings jumped more than 50% as better hearing restored his self-confidence and started him making "pulls" over more



Better hearing brought increased activity in Winston-Salem social and civic affairs. He headed the Junior Chamber of Commerce and a round table during Americanism Week



A keen golfer, with a 7 handicap, member of the Forsyth Country Club, Brock smooths out his "woods" as Delmar Beshears, the club's assistant pro, watches

A Sonotone engineer inspects vacuum tubes on a vacuum rack in the research laboratories at Elmsford, N. Y. where Sonotone carries on the world's most extensive research on hearing aids.



Here is a most illuminating example of how the Elmsford laboratories are constantly improving the efficiency and wearability of the hearing aid. The new vacuum tube Sonotone (left) is just half the size and weight of the preceding Sonotone.



For full details on Sonotone, look in your local telephone book for the name SONOTONE. There are Sonotone offices and Consultants in 325 cities. Or write SONOTONE, Elmsford, N. Y. (In Canada address 100 Yonge Street, Toronto.)

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CONTENTS

THE WEEK'S EVENTS

Surprise Nazi Attack Imperils Suez Canal	31
German Army Disembarks Yugoslavia	34
LIFE on the Newsfronts of the World	36
Mrs. Roosevelt Gets New Daughter-in-Law as Son Jimmy Weds	37
Easter Visitors Crowd U. S. Capital	38
LIFE's London Staff Reports on War's Worst Air Raid	44
U. S. Opens Great Lakes Early to Speed Defense	42
British Build Ships for Atlantic Battle	47
Lisbon, Europe's Bottleneck, by William D. Bayles	77

PHOTOGRAPHIC ESSAY

East of Suez: Nazi Objectives Point Toward Canal & Oil	82
--	----

CLOSE-UP

Joan Waltermire, Air Stewardess, by Joseph Kastner	182
--	-----

MOVIES

"The Devil and Miss Jones" ...	83
--------------------------------	----

MODERN LIVING

Red Style Notes Feature Fashion Scene	61
---------------------------------------	----

NATIONAL DEFENSE

Chrysler Plant Prepares to Mass-Produce Medium Tanks by Fall	89
--	----

ART

Chicago Art Institute Holds Exhibit of French Art	72
---	----

THEATER

Betty Atkinson, Baton Twirler, Is Featured in Ice Revue	89
---	----

SPORTS

Oklahoma Wrestling Twins Win College Titles	115
---	-----

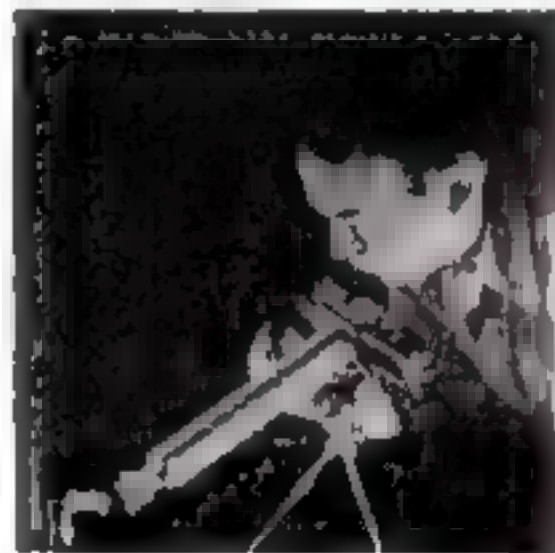
SCIENCE

Barnacles	120
-----------	-----

OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: Ruins of Persian Empire	12
LIFE's Reports: The Fighting Aussies	16
LIFE Goes to Betty Davis' Birthday Party at Littleton, N. H.	128
Pictures to the Editors	134

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LIFE'S PICTURES

It is a delight for Fritz Goro to photograph in all their horrendous detail tiny creatures otherwise seen only under microscope. Representative is his portrait of a ship-fouling barnacle on p. 120. This was taken with equipment of Goro's design, with which he applies to microscopic things the same skill for dramatic composition and plastic lighting that distinguishes his pictures of things more visible to the naked eye.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

COVER—KARGER-PIX	56—PETER STACKPOLE
2—J. R. EYERMAN	61—KARGER-PIX <i>etc.</i> lt. PETER STACKPOLE
4—J. N. MILL	62, 64—KARGER-PIX
6—P. I.	69—BERNARD HOFFMAN— <i>etc.</i> t. lt. GEORGE STRUCK
11—EISENSTADT-PIX—J. ROBERT BURNS	70, 71— <i>l.</i> THE DETROIT NEWS—BERNARD HOFFMAN—(c) THE DETROIT NEWS
12, 13, 15—COURTESY ORIENTAL INSTITUTE, UNIVERSITY OF CHICAGO	72—T. WILLIAM C. SHROUT
16—A. P.	73, 74—BERNARD HOFFMAN
18—AUSTRALIAN NEWS & INFORMATION BUREAU	77—PICTORIAL PUBLISHING CO. <i>etc.</i> bot. BERNARD HOFFMAN, DEVER from B. S.
22—A. P.	78—BERNARD HOFFMAN, A. P.
24—AUSTRALIAN NEWS & INFORMATION BUREAU	80—PICTORIAL PUBLISHING CO.
29—THOMAS GORAU	85, 86—BERNARD HOFFMAN
31—Drawing by A. LEYDENFROST—A. P.	89, 90—GJON MILL
32—A. LEYDENFROST—JACK COGGINS	92—CHARLES E. BROWN from P. I.
33—B. O. BRISTLAD—ALVIN HENNING	93—CHARLES E. BROWN from P. I.—map by TONY MODARO & FRANK STOCKMAN
34—ACME—ACME—ACME, W. W.	94, 95—Drawing by TED KAUTZKY—HERBERT GERR from B. S., CHARLES E. BROWN from P. I., METCAL from B. S., DV from B. S.
35—W. W., A. P.—A. P.	96—MARGARET BOURKE-WHITE
36—HAMPTON M. WRIGHT, ACME—ACME—A. P.—ACME	97—MARGARET BOURKE-WHITE—W. BOEHARD from B. S., MARGARET BOURKE-WHITE—MARGARET BOURKE-WHITE, W. BOEHARD from B. S.
37—BERGHE ALBERT	98, 99—T. A. P., ZUBER from B. S., P. I., W. BOEHARD from B. S.— <i>con.</i> ZUBER from B. S.
38—THOMAS D. McAVOY	100—W. BOEHARD from B. S.
39—INT—THOMAS D. McAVOY	101—GLOBE PHOTO
40—ANTHONY GROSS courtesy HARLOW, KEPPEL GALLERIES & CO.—ANTHONY GROSS courtesy HARLOW, KEPPEL GALLERIES & CO.—EISENSTADT-PIX—EISENSTADT-PIX	102 through 112—ROD LANDRY
41—ANTHONY GROSS courtesy HARLOW, KEPPEL GALLERIES & CO.—ANTHONY GROSS courtesy HARLOW, KEPPEL GALLERIES & CO.—SAMUEL W. VAN DYKE—HANS WILD	115, 116, 118—GJON MILL
42, 43—WALLACE KIRKLAND	120, 122, 125—F. W. GORO
44—MINNEAPOLIS STAR JOURNAL PHOTO by ROY SWAN, courtesy NORTHWEST AIRLINES INC.	126, 127—WALT SANDERS from B. S.
47, 48—WILLIAM VANDIVER	128—WALT SANDERS from B. S. <i>etc.</i> bot. st. ARTHUR GRIFFIN
53—COBURN for RKO RADIO PICTURES—RKO RADIO PICTURES—COBURN for RKO RADIO PICTURES, RKO RADIO PICTURES (2)	129—WALT SANDERS from B. S.
54—RKO RADIO PICTURES—COBURN for RKO RADIO PICTURES—RKO RADIO PICTURES—RKO RADIO PICTURES	132—REGISTERED PHOTOGRAPHERS' ASSOCIATION

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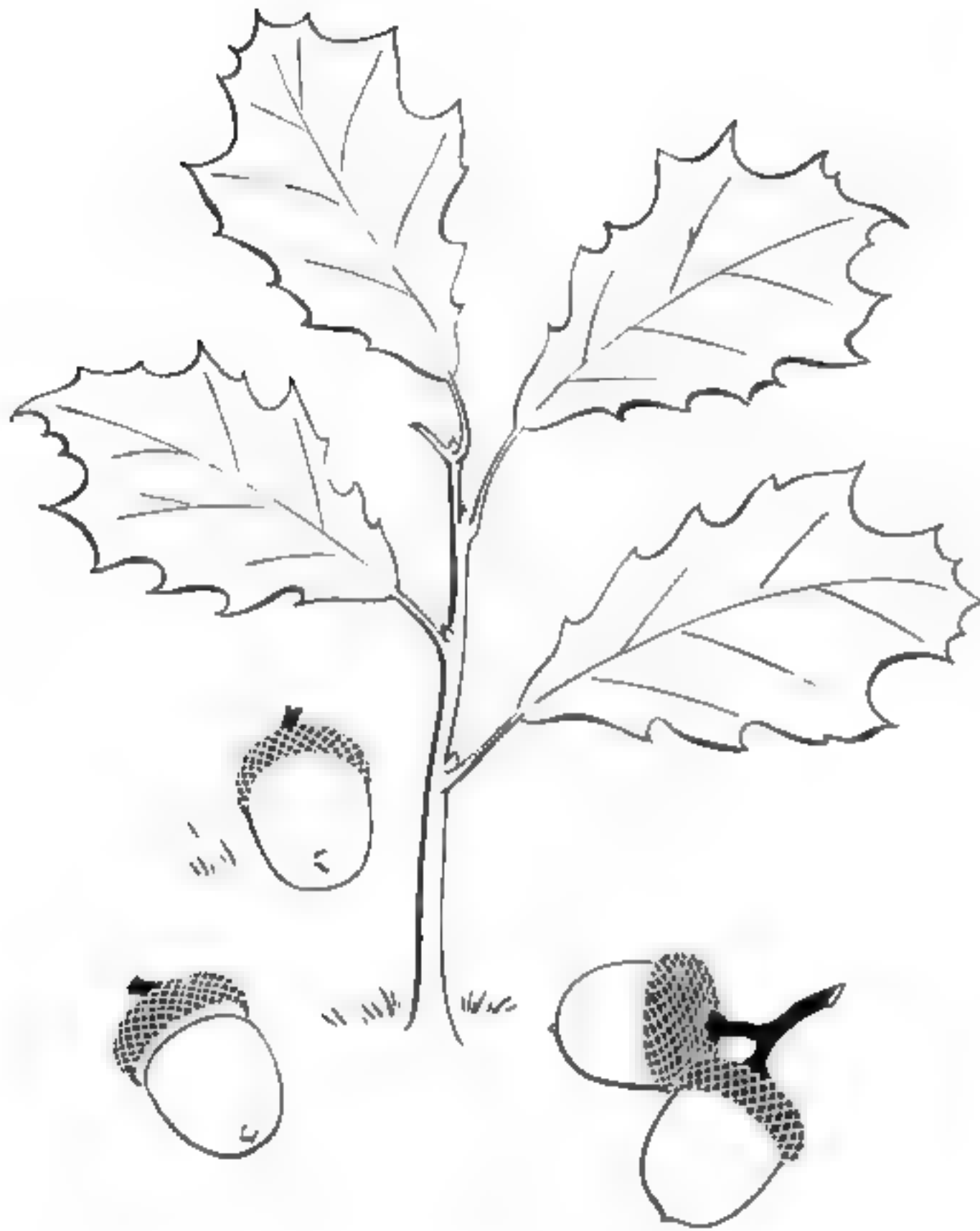
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Survival of the Fittest



*Out of many acorns, one digs into the ground and sprouts.
It pushes aside the weaker seedlings . . .
It alone grows into the mighty oak . . .
We call it "Survival of the Fittest"—the law of plants,
animals, men—and products. . .*

The Law of Nature is not much different from the Law of Business—the strong push out the weak; the good push out the bad; the true push out the false.

In business, the strong product, well made—the good dynamo, the true compass, the fine fountain pen—has what it takes to get along

—for the "Survival of the Fittest" is

the "Survival of Quality."

Quality isn't a matter of size or of cost. Quality is a matter of doing what's supposed to be done, for as long as it's supposed to be done, at the lowest possible cost to the person who wants it done.

The product of quality, like the person of quality, you like to have around.

The product of inferiority is something

you "keep upstairs" when company comes.

Too many people look on quality as something only the rich can afford, when the opposite is true.

The farther your dollar has to go, the farther quality will stretch it.

When you come down to it, only the person with money to throw away is in a position to pay "too much for too little."

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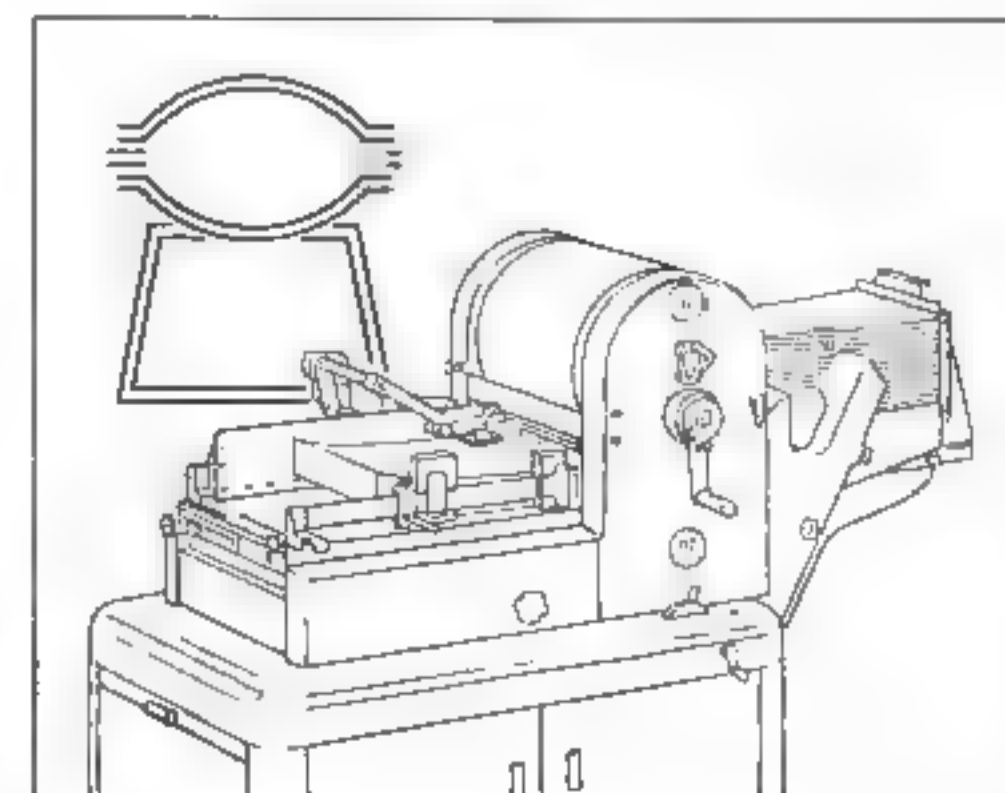
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Two top British generals, Sir Richard Nugent O'Connor (left) and Philip Neame, are caught by German motorcycle

troop. Their chauffeur had tried a side road, bogged down when he got caught in a British truck convoy. The Germans

roared up, sensed the importance of the staff car and drove off with the generals before the British could counterattack

WAR IN AFRICA

SURPRISE NAZI ATTACK IS THREAT TO THE SUEZ CANAL



German tanks, approximately equal to British tanks in North Africa, but not so well armored, roll past Libyan palm trees.

The first meeting of the German and British armies since the flight from France was being fought out last week on the deserts of North Africa. Here last winter the British had turned in their first land victory of the war, in a 300-mile mechanized march across Italian Libya that captured and killed 100,000 Italians. Here on March 31 there suddenly and menacingly bobbed up perhaps three German armored divisions and several motorized infantry divisions. The men had arrived by transport plane, 500 a day, the machines by Italian convoy hugging the coast of co-operative French Tunisia.

As the Germans ripped back across Libya in about one-fourth the time the British had taken the other way, this "unpleasant surprise" began to look something like a disaster. If the Germans could take Alexandria, they would drive the victorious British Navy out of its only adequate Eastern Mediterranean base. And if they could reach the Suez Canal, they would automatically cut off the whole British war effort in the Mediterranean and maroon the Allied armies in the Balkans. What dreadful vistas opened from there are examined in this week's Photographic Essay (pp. 92-101). Briefly, they involved such a staggering loss as to prolong a winning war against Hitler by half a decade.

The German blitzkrieg toward Egypt promptly became a fascinating military problem. British Gen-

eral Sir Archibald Percy Wavell had stripped his North African Army to fight in Ethiopia and Greece. But he had air bases and some planes and the British Navy could at any time shell the coast, along which the Germans had to advance. Wavell fought a thrifty rear-guard action clear across Libya to Tobrukh. Chief disaster of this movement was the surprise of a retreating British truck convoy in which were stalled the able field commander of the British North African Army, Lieutenant General Sir Richard Nugent O'Connor, and his No. 2 man, Lieutenant General Philip Neame. The German motorcyclists simply held up the British generals' staff car in the moonlight with tommy guns, stood off a few British soldiers and kidnaped the generals across the Libyan desert (see above).

Brilliant General Wavell bided his time. The Germans were surprised when he ordered his Australian, New Zealand and British rear guard to hold Tobrukh. The Germans ripped on past, as they had done so often before, in Poland, Norway, Flanders, France. But this time the British had the real counter to the blitzkrieg: a self-sufficient strong point on the flank of the Nazi advance. They could supply Tobrukh or evacuate it by sea as well as plane. Furthermore, they began to demonstrate to the Germans what seapower means by sinking an Italian convoy of men and materials between Sicily and Libya.



German tanks are fed gasoline far from their base by a German three-motored Junkers transport plane. The gasoline comes by fuel drums carried by mules and is refueled from a gasoline tank truck. Light tank in foreground takes about 50 gal. in its gas tanks. Another gasoline can is refueled on the rear of the tank. This tank probably makes two-and-a-half gallon of gasoline. It can therefore make about 400 miles after this fueling. At week's end German armored columns were 900 miles from Egyptian base.

British attack planes give the Germans a taste of their own medicine. Here a British Bristol Beaufighter bombs a German motorized column and machine-gunners attack troops. Four miles to slow light weeks in machine gunners kill them with machine guns. Notes that Germans tank truck with gasoline bags, but not a tank of machine gunners. Knows where slow columns are. German troops push on tracks in desert of desert when machine gunners attack them. (The British)



JACK COCKING



German tank attack on the British garrison at Tobruk was probably first tank battle the Germans lost—so far decisively lost. About 16 German tanks broke through, were counter-attacked by 15 British tanks. The German main tank in right foreground is still fighting. Though a land mine has just blown off its front. Another tank is blazing off the viaduct in background. In the center a British cruiser tank has been blasted by a German 88mm gun. The charge of the British cruiser tanks advances from the left.

After hand-to-hand fighting in German attack on Tobruk, Australian infantryman says: "I got the shock of my life because not one of them wanted to fight. I bayoneted four of them myself and my bayonet stuck in the fifth. He grabbed my rifle and pushed me down on top of him. I pushed several other Germans over the head with the butt of my rifle. It broke. Then I picked up a stone. I must have killed about twelve of them." Notice Australian southpaw (center) covering with revolver his rifle-swinging mate.



(continued)

THE WAR IN THE BALKANS

GERMAN ARMY DISMEMBERS YUGOSLAVIA

Yugoslavia deserved better. It had come perilously close to disappearing in the same way as Austria, Czechoslovakia, Hungary, Denmark, Rumania, Bulgaria and Italy, but at the eleventh hour it had chosen to fight. It took a coup d'état by General Dusan Simovich and the swearing-in of the boy King, Peter II. It took riots and parades.

But what happened next was pure nightmare. The Serbs had a great reputation as fighters, as high as that of the French, Norwegians and Dutch. They were certainly rated higher than the Greeks who had not before won a war singlehanded in the Christian era. But the Serbs' reputation availed them nothing against the Germans.

The Nazi columns first isolated them from their Greek and British allies, then occupied the capitals of their three nationalities, Croatia's Zagreb, Slovenia's Ljubljana, Serbia's Belgrade. A few traitorous Croats promptly declared a separate Croatia and dynamited the morale of a great many mixed regiments. The Serbs fought furiously, retreated bitterly, counterattacked with gallantry. But after just twelve days a Yugoslav general in Sarajevo, where the first World War started, handed the Germans the surrender of the Yugoslav Army. The Serbs by no means considered this a signal to stop fighting. But the war in Yugoslavia was in fact all over. Premier Simovich and King Peter had both fled the country.

The Germans thereupon turned the whole mass of their southeastern armies on Greece and the British Expeditionary Force. The railwayless valleys somewhat limited the numbers they could feasibly concentrate at any one point. But the Battle of Greece at once assumed a ferocity not before seen in this war.

A British infantry major told United Press Correspondent Richard D. McMillan: "The enemy infantry came on in waves, using sub-machine guns. We mowed them down but they advanced in such masses our troops found it humanly impossible to fire quickly enough. While the tanks battled in the passes, German planes dive-bombed and machine-gunned incessantly, using a new crisscross pattern." A tank officer said: "The worst tank fight was at Grevena. One of our squadrons fought six hours without a break. In between the tanks the enemy would shoot out in armored motorcycle units so that we had to face every kind of warfare the mind of man could imagine." An Australian machine gunner said: "I would not have believed it. They came up the side of the road like flies, shouting something. We were giving it to them from all sides and they went down just like you see in the movies. It was just like a movie."

This blood bath and mechanical hell went on, trying to win victory for Adolf Hitler's birthday, April 20, which happened to be also the Greek Easter. German casualties were certainly appalling. Some observers made them 50,000. Certainly the British and Greeks were constantly retreating, back, back, toward the Attic peninsula. But they were doing what they had long wanted to do: hand the German Army a little piece of punishment.



Belgrade, March 29, two days after the young King took his oath as the reigning Yugoslav monarch, was a riot of cheering, laughing, weeping citizens, spoiling for a fight with the Axis.



Yugoslavs surrender, waving white flags as they wade across a stream to hand themselves over to the invaders. They had been surrounded, their bases taken, munitions exhausted.



Serb prisoners, discouraged, unshaven and not even properly uniformed, line up to register. They are looked over contemptuously by monocled German officer (left) and infantryman.



A great day it was when the pro-Nazi government and Regent Prince Paul were kicked out and Premier General Simovich (left) and King Peter II (foreground) took over on March 27.



The same old story is told by this picture of German engineers crossing the River Drava in Yugoslavia. Here again appear the familiar rubber boats, the thoroughly planned advance.



Belgrade, April 13. The back of conquering German General Paul von Kleist (center) is seen as he reviews his German troops opposite the Yugoslav Houses of Parliament in Belgrade.



End of an army and of a war is this picture radiated from Berlin of Yugoslav soldiers massed in a prison camp. Most

of these men never really got a chance to fight. But Yugoslav's brave fight was by no means wasted. It will cer-

tainly be remembered at the peace table in case of an Allied victory, just as Hungary, Rumania and Bulgaria will not.

LIFE ON THE NEWSFRONTS OF THE WORLD

Russia signs with Japan in war's most violent week; U. S. moves to raise taxes, fix prices

Last week was one of the most violent seven-day stretches in the history of the human race. Not entirely without significance, it was also the anniversary of the week during which Adolf Hitler, now 52, was born.

On the Atlantic a battle of attrition was raging between British ships and Nazi U-boats, planes and raiders. In the Balkans and in Libya and Egypt



AOSTA

large armies grappled in two of the war's greatest campaigns (see pp. 31-35). Southward in Ethiopia a British force was moving on Dessye in chase of the remainder of the Duke of Aosta's shattered Italian Army. Eastward, Suez and the broad Middle East seemed slated to be the next battlefield (see pp. 92-101). At week's end, a

strong force of British troops had landed at Basra on the Persian Gulf to bolster the British garrisons in the oil fields of distant Iraq.

In Europe two of the world's largest capitals took their worst poundings of the war. Even the sturdiest buildings in London swayed and shook (see pp. 40-41). After having withstood eight months of aerial siege, the great dome of St. Paul's Cathedral was finally hit by a bomb which sliced through the inner portico and probably crushed the marble sarcophagus containing the coffin of Horatio Nelson in the crypt below. In exchange the R. A. F. drubbed Berlin.

Soon even the great cities of antiquity—Athens, Cairo, Rome—might be taking it. The British threatened to bomb Rome (but to spare the Vatican) if the Axis bombed Athens or Cairo. London also warned that an Italian squadron, with captured British bombs in its racks, is poised to bomb the Vatican if the British bomb Rome and thus put the stigma on the British.

In China millions of men fought on through the fourth spring of Japan's slow-motion invasion. But a five-year non-aggression and neutrality pact, signed early last week by Russia and Japan, might end the China stalemate. Russia might withdraw her support from China and thus push China down the chute into the waiting arms of Japan.

Though any "scrap of paper" signed between Russia and Japan is likely to be honored for only as long as it is expedient, these pen pricks were not helpful to the democracies. By securing Japan's back door, Russia was opening the way to a Japanese invasion of the Netherlands Indies.

On the other hand, Hitler had little reason to rejoice. By securing Russia's back door, Japan was opening the way to possible Russian resistance against further German encroachment.



INNER PORTICO OF ST. PAUL'S AFTER BOMBING

Tough Taxes. With the outspoken blessing of both political Parties, the U. S. Treasury wound up to deliver the American taxpayer the stiffest sock in the teeth he has ever received. Secretary Morgenthau, figuring that expenditures for fiscal 1942 will be about \$19,000,000,000, announced that the Treasury proposes to raise two-thirds of that amount, or about \$12,667,000,000, by taxes. This means an over-all



MORGENTHAU

rise of one-third in the tax revenue.

A two-third pay-as-you-go plan, applied to expenditures on a near-wartime scale, is highly conservative fiscal policy. After eight years of railing at New Deal thriftlessness, it was no wonder that Republican leaders beamed their approval. The surprise, and a happy one, was that politicians felt bold enough to make the taxpayer take his medicine.

About the wisdom of paying as much as possible of war expenditures out of current income, there is very little argument. The New Deal theory that the Government should spend beyond its income in time of depression has the corollary that the Government should stay within its income in time of boom. In the case of a war boom, this is doubly important because not only are employment rolls and wages up but production of consumer goods must eventually fall, thus setting the stage for inflation (see below).

The world's leading advocate of heavy-taxing policy in wartime is the same Englishman who plugged the spend-in-depression theory, John Maynard Keynes, famed English economist and now Churchill's financial adviser. Keynes developed the "compulsory savings" plan under which the British Government has raised the basic income tax to 50% but provided that part of the payments made now will be refunded after the war. If the U. S. gets into a shooting war, that may be the shape of things to come in this country.

Steel Price Ceiling. The steel industry, straining at capacity production but living on moderate profits, last week found itself caught in a painful vise. To prevent a strike by the C. I. O., the major units in the industry had just granted the union's maximum demand—a 10c-an-hour wage raise all along the line. At this moment Price Commissioner Leon Henderson stepped in to freeze steel prices at their level in the first quarter of 1941. Loudly the steelmen howled that this would put marginal producers in the red.

It was Henderson's first move since President Roosevelt last fortnight made him head of the Office of Price Administration and Civilian Supply (OPACS) with sweeping powers over industry. Roosevelt and Henderson are determined to keep prices from soaring as they did in the last war and to keep any industry from making excessive wartime profits. For this purpose, Mr. Henderson can fix prices in any industry, fix priorities in production of civilian goods and recommend to the President that he commandeer any non-cooperating company.



HENDERSON

The necessity for price control was made apparent last week when William S. Knudsen announced an agreement whereby the automobile manufacturers will cut their production of civilian cars and trucks by 20% in order to make more war goods. At the same time General Motors decided to cut out new models for 1943. As productive capacity is thus diverted to war goods while payrolls rise, the nation heads rapidly into a situation where only a Government ceiling on prices can prevent inflation.

Schenck Guilty. Joe and Nick Schenck were born in Russia, migrated to New York, got their start as drugstore clerks, went into the movie business, became multimillionaires and now hold the top jobs of two of the biggest studios (Joe as chairman of



JOE SCHENCK

Twentieth Century-Fox, Nick as president of M-G-M). Last week the brothers Schenck sat silent in a New York courtroom where Joe has been on trial for income-tax fraud. The Government said that he juggled stock losses: failed to report winnings of \$100,000 in gambling, charged off as business expense half the upkeep of his yacht (\$40,000), his barber's weekly pay (\$10), a transcontinental trip for his masseuse (\$130), a mattress for Nick's wife (\$53), a lunch for Doris Duke (63¢), flowers for various starlets, furnishings for a young lady's apartment, sundry other items. The jury found Joe guilty.



On April 14 Captain James Roosevelt of the U. S. Marines married Romelle Theresa Schneider, his nurse at Mayo Clinic when he had stomach ulcers. The ceremony, performed by a judge because the bride was Catholic and the groom a divorcee, took place in the home of the George Converses at Beverly Hills, Calif. Only members of the groom's family present were his sister Anna Boettiger and the First Lady who to date has loyally attended all but one of her five children's eight weddings. Mrs. Schneider (opposite, right) was present for her daughter's first.

Romelle raises to eleven the total of Mrs. Roosevelt's in-laws. The line-up: one mother-in-law (Mrs. James Roosevelt); two ex-sisters-in-law (Mrs. Margaret Richardson Roosevelt Cutter and Mrs. Dorothy Kemp Roosevelt); four daughters-in-law (the former Ruth Googins, Ethel du Pont, Anne Lindsay Clark and Romelle Schneider); two ex-daughters-in-law (Betsey Cushing, James's first wife, and Elizabeth Donner, Elliott's first wife); one son-in-law (John Boettiger, husband of daughter Anna) and one ex-son-in-law (Curtis Dall). Total Roosevelt grandchildren: nine. With all her in-laws Mrs. Roosevelt maintains cordial, even affectionate, relations. She gave her new daughter-in-law a ruby-and-diamond pin and a kiss, then took off for a lecture on the other side of the continent. Three days later Captain James heard that he had been ordered to the Orient for service with the Marines. Declaring Romelle would not accompany him, he observed: "It's pretty tough to have to break up a honeymoon like this. But duty is duty."



Mrs. Roosevelt gets new daughter-in-law
as Son Jimmy marries in California



BIG AND LITTLE FEET TRAMPLE TENDER NEW GRASS DURING EASTER EGG ROLL ON WHITE HOUSE LAWNS. OVER 50,000 CAME TO GAPE AND GORBLE. FEW ROLLED EGGS

WASHINGTON

Washington has always been America's No. 1 tourist attraction. War and the New Deal have made it America's No. 1 boom town (LIFE, March 10). Into this overcrowded city last week swarmed the vastest visiting multitudes it had seen since 1917. Every one of its 10,000 hotel rooms was rented. Every bed between Baltimore and Fredericksburg was filled. Every one of Washington's 4,000 taxicabs was in service day and night. Pennsylvania Avenue. Constitution Avenue. Massachusetts

SIGHTSEERS AT FOOT OF WASHINGTON MONUMENT ENJOY SPRING SUNSHINE AS THEY WAIT TURN FOR ELEVATORS. APRIL IS ALWAYS THE MONUMENT'S BUSIEST MONTH





SENTRY AT TOMB OF UNKNOWN SOLDIER HAS A TOUGH TIME WALKING HIS POST AMID THRONES OF OUT-OF-TOWN VISITORS WHO FLOCKED TO ARLINGTON EASTER MORNING

Avenue and Sixteenth Street were black with smiling cars. Black with people were the greening lawns of the White House, Tidal Basin and Arlington.

Within Washington's white Government buildings mid-April spread the deepest gloom since France's fall. But externally the city had never seemed so gay. Spring skies were soft. The spring sun was warm. Cherry trees by the Potomac River flamed with pale pink blooms. Delegations of vacationing high-school girls and boys from North, South and West wandered starry-eyed in and out of the Capitol

rotunda, Washington Monument, Lincoln Memorial. In Constitution Hall 4,000 orchidaceous ladies elected Mrs. William Pouch of New York president general of the D.A.R. for 1941-42. Buses, burrooms and bordellos teemed with trade. Statistically minded Washingtonians estimated that more than 200,000 visitors came to the capital city during Easter week. These plus new Government employees, who in the past few weeks have been swelling Federal payrolls at the rate of 130 a day, brought Washington's population last week pretty close to the million mark.

SPRING STROLLERS INSPECT CHERRY TREES AROUND THE TIDAL BASIN. HUGE TOURIST INFLUX WAS DUE IN PART TO COINCIDENCE OF BLOSSOMING WITH EASTER SUNDAY





THIS IS ALL THAT REMAINS OF AN 16TH CENTURY CHURCH AND ITS PARISH HOUSE



CROWDS SAUNTER UNCONCERNED PAST THE GROWING "RUINS OF MODERN LONDON"



AN AMERICAN FIRST-AID POST SUCCORS BOMB VICTIMS IN A BATTERED SIDE STREET



BOMB HIT ON TWO HOUSES FORMS A CLEAN CAVITY IN THIS ROW OF IDENTICAL HOMES

LONDON

LIFE'S STAFF THERE REPORTS ON THE WAR'S WORST AIR RAID

On the night of April 16, London rocked and roared beneath the greatest air raid yet. Some 400 Nazi planes dropped more than 100,000 incendiary and high explosive bombs on the capital for eight red raging hours. In one block more than 100 fires blazed simultaneously. Strawn across sidewalks and under tons of smashed concrete lay the dead and dying. Days later no one had yet dared estimate the damage done, the number killed, but censors passed a report that tens of thousands were homeless.

Printed here is a word-picture story of the historic raid in the form of excerpts from cables filed by four members of the London staff of LIFE and Time the next day. With them are reproduced eight watercolor drawings by Captain Anthony Gross, officially commissioned by the British War Office to paint scenes of bomb-torn London after previous raids last winter and fall. Beginning on May 1, 59 of Gross' war drawings, including these eight, will be put on display at the Horlow, Keppel Galleries in New York.

by WILLIAM D. BAYLES



I was working late when Hitler's droppings began to arrive. I put on my tin hat and went up on the roof. The sky was brilliant with flares. The roar of the planes exceeded anything I had ever heard. They were coming in waves from all directions—circling London and swooping in to drop their bombs. Big stationary and mobile guns were throwing up an ear-splitting barrage.

Goring's paladins knew what they wanted to hit. They jockeyed for position and got set for each dive. Then they came. The roar of the plane became a snarl and I flattened myself on the roof, or dived for cover. The snarl stopped as the plane leveled off and released its bombs—usually two at a time. They came with a swish that grew to a whistle and a scream. They exploded with a belching roar and the building tottered dizzily for a second before settling back on its foundation. The explosion of each bomb lit up the sky with a pink flash, and a pillar of flame and smoke rolled into the air to the height of at least 1,000 ft. Concussions took my breath away—simply eliminated the air from in front of my nose and I gasped to catch up on my breathing.

Suddenly a dive began which I was sure was meant for us. I watched the plane coming, too fascinated even to think of dropping flat on the roof. It leaped out of the night and I could see its engines spitting sparks as it came. I had a sick sensation of paralysis, and found myself regretting having purchased six cans of Heinz baked beans that same afternoon. At an altitude of not more than 100 yd., the plane leveled off. Its bombs crashed simultaneously about a block away. I found myself hugging an iron girder. My tin hat was spinning on the roof 20 ft. away. The concussion had torn it off my head. Before I could even retrieve

my hat I heard the next plane coming. On it came until I could see the light of fires reflected in its windows. Its single bomb tore into the street less than 100 ft. away. I was thrown flat and the building rocked crazily. Pieces of what a second before had been a five-story hotel pattered down all around me.

Toward 2 o'clock I started home. The streets were filled with glass and lighted by fires, which by then encircled the city. Bombs were still bursting and incendiaries were sifting down, but I was too dazed to notice them. At home I stretched out fully clothed on the bed. I didn't even hear the bomb that sheered off my living room balcony and broke my windows. I recall sneezing and coughing as dust filled the apartment.

by WALTER GRAEBNER



At 11 p. m. I met Douglas Williams, head of the American section of the Ministry of Information, who invited me to drive with him, his brother and a young lady to the scene of a fire. Knowing from experience that Luftwaffe tactics are to surround their bombs around fires, I thought the idea was rather silly, but my curiosity got the best of me so I went along. None of us took coats, hats, gas masks or tin helmets, and the motorcar had only a canvas roof. When a bomb crashed near us the girl in the back seat whimpered, "I've had enough. I want to go home." But we didn't and finally reached a storage building ablaze.

We hadn't gone more than a few blocks when parachute flares began descending all around. Evidently Williams was so fascinated by the display that he forgot to watch the road, because the next thing we knew the car had wound itself around a lamppost in the middle of the street.



CHILDREN COLLECT FIREWOOD FROM THE DEBRIS LYING ABOUT IN A BOMBED STREET



THESE TANGLED WRECKS WERE ONCE BROWDED DEPARTMENT STORES ON OXFORD STREET



AN AVALANCHE OF RUBBLE CLOGS THE CENTER OF A BOMBED RESIDENTIAL STREET



AFTER EACH RAID, "PIONEER" SQUADS FROM THE ARMY CLEAR AWAY THE WRECKAGE

At 1 a. m. we again reached our hotel. By that time all the residents realized that London was really taking a pusting and had come below to the comparative safety of the lobby. No one was shy or modest. Debutantes in negligee draped themselves over chairs, duchesses sat about in bedroom slippers, while Lords of the Realm forgot their dignity and appeared in wrinkled pajamas and felt bathrobes. Among those present were Sarah Churchill, Lord Camrose of the *Daily Telegraph*, Vincent Massey, Lady Colefax, Robert Sweeney (American Eagle Squadron) and a host of other socialites.

Everyone wanted to eat and drink so waiters who had worked all day were routed out of bed for night duty. As there were not enough chairs to go around, groups squatted every few feet on the floor to have their tea and biscuits. Guests queued up at the waiters' serving counter to get their own drinks, mostly whiskeys and sodas.

At 4 a. m. 25 brown-uniformed girls with bloody mouths and dirt-covered faces were herded through the front door. Members of the women's division of the Free French forces, they were sheltering under a building which was struck by a bomb. The manager of the hotel produced half a dozen bottles of his finest brandy which the girls guzzled like water. Then they were led down to the Turkish baths where they spent the rest of the night.

by MARY WELSH



We live on the seventh floor of a West End building. At that height you can see even distant fires and hear bombs fall like ripping muslin even when they're a mile away. I hate letting the British think I'm scared, so when my husband suggested we'd better go downstairs, I answered "No, dammit. Let's stay here.

They're not going to drive me into a funk hole tonight."

We stayed in our flat until 2 a. m., and I got reacquainted for the first time in five months with my reactions to fear. Outside they were power-diving and my fingertips tingled as though they'd gone asleep and my heart pounded. Six times we ran to the corridor away from the living-room window, and always my knees began wobbling, my hands shaking aimlessly and my voice high-pitched in an effort to sound noncommittal. I went to bed at 12 o'clock. But five different times, just as I was dropping off, I leaped giganticly from the bed to the bedroom door, with what seemed like an egg beater suddenly at work in my stomach. In my semiconscious stupor I'd heard bombs falling close and reacted automatically. At 2 a. m. we decided to move to the basement shelter. We felt safer there, but we could still hear remotely the guns and the bombs.

At 5 o'clock we went up to the roof again in our night clothes. It was the most beautiful London sight I've ever seen, overhead the tender blue of a spring morning sky and drifting toward it from the perimeter of London, soft cumulous clouds of pink, orange, lavender and gray, all growing from the fires. We counted 16 of them, including one three doors away.

Later on my way to the office I saw more gay new spring hats than I've seen in a week, and bigger crowds, all of them out sightseeing. Only somber faces were around rubble piles where demolition squads carefully picked at timers, occasionally pausing to listen for the voices of entombed. I saw an ambulance with two rear tires flat bumping madly over bomb holes and felt sick for the injured inside. Further on I saw the same ambulance unloading, not injured but shapeless dead.

by WILLIAM VANDIVERT

Last night when the sirens sounded, I was home in our West End apartment with my wife. By 10 o'clock we knew this was something big. Planes were diving lower than



usual. There was no let-up in the drone of motors. Bombs were dropping all around.

We didn't get to sleep until 1. An hour later a near hit that showered glass and rubble on the news, woke us. The glow of fires in central London colored the sky postcard pink.

At 3:30 a bomb whished. The six-story steel-and-concrete building rocked, then settled. Outside rocks and rubble thrown up by the bomb showered down all around the building. Glass tinkled everywhere. Our hall door was blown open, lock and all. Gray bomb dust caught in our throats, made us choke and cough. We doused the light, adjusted the blackout, wedged the door shut with splinters from itself and dressed amid plaster from our ceiling. One of our wardens stuck his head in the door and said, "Are you all right?" and then checked the blackout.

By flashlight we picked our way down the hall, past two young men in a doorway shaking the plaster out of their clothes. The apartments across the hall had all been gutted by the blast. Downstairs the wardens were carrying sand and water to smother a gas fire blazing in the 40-ft. crater bang in the center of the street intersection. We were just in the way, so we went back to the apartment. The guns ceased. The fires now lit the sky brilliantly. Overhead I heard planes diving and droning in dog fights. The pum pum pum of cannon fire sounded. The night fighters were working on enemy bombers lighted by the fires. Then a barrage balloon blazed and fell, leaving a black smoke pattern in the sky.

One whished in again. The building rocked and this time the lights went out. We lit the emergency candles, fixed the blackout again and started reading. The lights came on. It was 4:30. We heard the last plane dive. There was silence, then the "All Clear." We shook the plaster out of the bedclothes and went to sleep.

U. S. BREAKS ICE TO SPEED DEFENSE

GREAT LAKES ARE OPENED EARLY

Last week the hungry monster which is the U. S. steel industry opened its great maw to receive in 1941 the biggest feeding of raw ore in its history. All winter long, while the windrowed ice lay as deep as 20 ft. over the Lakes, the industry had battered on its stores of last season. Now the stores were running low and the monster was ravenous. Across the land and across the seas in beleaguered Britain, men everywhere were crying for its product. Steel for guns. Steel for shells. Steel for warships and freighters. Steel for airplanes. Steel for hangars and bridges. Steel for machine tools. Steel for the tanks and trucks and armored cars of mechanized war.

Greatest U. S. source of iron ore is the Mesabi Range of northern Minnesota. It has made Duluth-Superior the greatest iron ore shipping port in the world, each year pouring a rusty flood of millions of tons into the holds of ore boats for shipment through the Soo Canal down to the steel mills of Gary and South Chicago and Pittsburgh. Last year the first ore boats crunched through softening ice to reach Duluth-Superior on April 22. But then Hitler had yet to crunch through the Low Countries and France with his steel battalions, and Americans still felt secure. This year an awakening nation could not wait for nature and business-as-usual. With the U. S. Government appropriating an extra \$97,000 to speed up ice-breaking, a fleet of 13 Cleveland-Cliffs Co. freighters left their docks on the crack of April 1. Behind the tug ear ferry *Sainte Marie* with its special ice-breaking prow, they pushed and squirmed their way up the St. Marys River and through the Soo Canal, came out into Lake Superior's Whitefish Bay on April 3, beating by four days the previous record of April 7 made in 1902. The picture of them in Whitefish Bay at right was made from the deck of the *William G. Mather*, flagship of the fleet. At 2:30 p. m. on April 8 the *Mather* steamed into the Duluth ship canal, 10 hours later steamed out again with the first shipment of a Great Lakes ore supply expected this year to reach, against a record 65,000,000 tons in 1929, a total of 73,000,000 tons.

Car-ferry service across the Straits of Mackinac is curtailed, as ferry *Sainte Marie* is chartered for defense ice-breaking.



WAITING FOR THE FERRY "SAINTE MARIE" TO COME BACK AND OPEN WIDER PATH FOR THEM, FLEET OF CLEVELAND-

The U. S. Coast Guard's Chief Boatswain William Skipper watches from deck of *Sainte Marie* as ferry plows through windrowed ice.

Captain Charles H. Brown of *Sainte Marie* measures 25-in. ice cake in Whitefish Bay cracked by his "Greenland Bow."

NOTICE
LAST BOAT LEAVES
ST. IGNACE at 7 P.M. ~~5:30~~ 6 P.M.
SINCE THE RELEASE OF THE
S. S. SAINTE MARIE FOR
NATIONAL DEFENSE SERVICE





CLIFFS FREIGHTERS, JUMPING THE SEASON TO GET IRON ORE FOR DEFENSE, LIES IN WHITEFISH BAY. "CADILLAC" TRIES TO PASS "WILLIAM G. MATHER" AND GETS STUCK

Captain of the *William G. Mather* since its 1925 launching is Charles A. Anderson, who has sailed Great Lakes for 42 years.

Chief Engineer of the *Mather*, named for company's board chairman, is W. H. Furey. Last year *Mather* carried 456,000 tons of ore in 35 trips.

Mate of the *Mather* is Timothy E. O'Leary. Even ocean-going seamen get sick on rough Lake Superior.





Crowds turned out to cheer as, after a 22-hour battle of bucking and bucking through ice which extended to 15 miles out from the Duluth ship canal the record-breaking Cleveland Cliffs fleet hove under Dunlop's command. As-

ral Lift Bridge and up to the loading docks where the bulk of one of these big freighters can be filled with 12,000 tons of iron ore in two hours. To observers, the feat was a heartening token of America's determination to strike

off its economic handicap by making the most efficient use of its resources. It is the U.S. has the best examples, and production of iron ore is the largest in Germany and its empire.

*"Oh boy, that's
going to taste good—
I'm hungry!"*

Give a man good hearty food when he comes home hungry in the evening. Give him good beef, for instance, and nourishing vegetables, and he'll tell you that's the kind of meal he likes! . . . So Campbell's Beef Soup "talks a man's own language". One glance at a hefty plateful, one whiff of its beefy aroma, and he knows he's going to enjoy it!

Almost everyone likes a thick, rich beef stock, and that's the kind Campbell's Beef Soup has. It's deep-brown in color and every spoonful is full-flavored and invigorating. There are generous pieces of beef all through the soup, and plenty of good vegetables—potatoes—carrots—celery—tomato. Here is a delicious, hunger-quelling soup if ever there was one!

If you haven't tried Campbell's Beef Soup, why not do so soon? It's the kind of soup all the family will go for—and so substantial you can make it the main dish of many a meal.

Campbell's
BEEF SOUP



**RICH BROWN
BEEF STOCK**
•
**LUSCIOUS
GARDEN
VEGETABLES**
•
**HEARTY PIECES
OF BEEF**



LOOK FOR THE
RED-AND-WHITE
LABEL

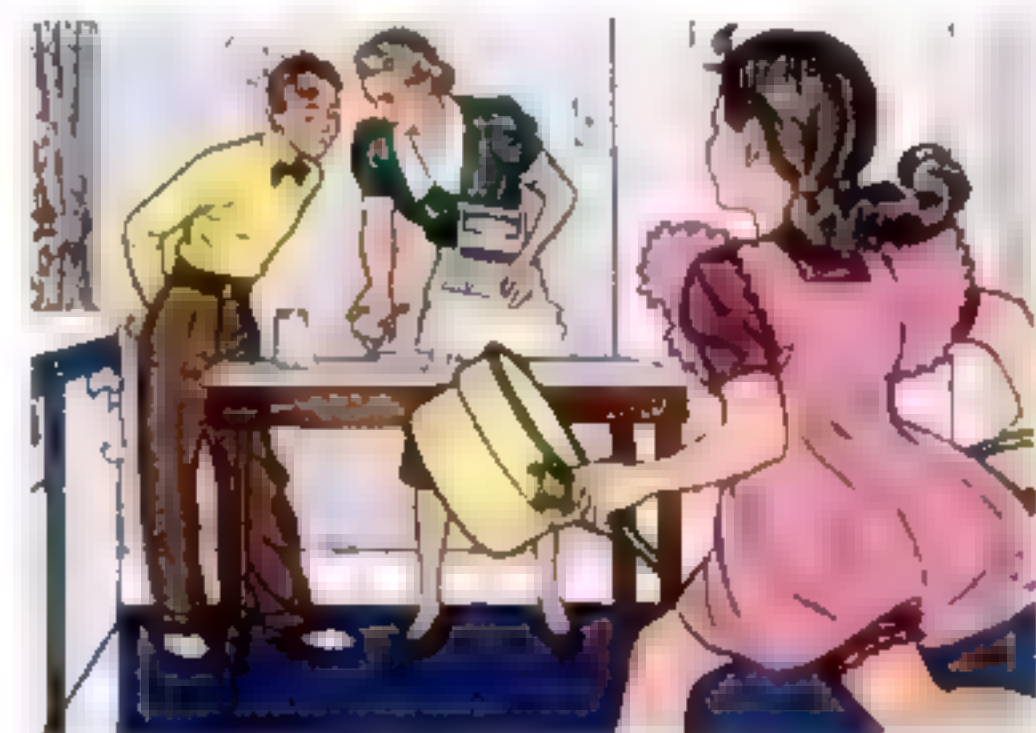
Fold your hands...and enjoy a Mmmmarvelous Chicken!



1. Mmmarvelous? Mmm! This Birds Eye Fowl for Fricassee is probably more plump and toothsome and *country-fresh* than any bird you ever chinned up to—honest! And so ready-to-cook you practically sit still—your hands in your lap—as it travels from box to stew pot! (More on this subject later.)



2. Buttermilk-feeding and everything but breakfast-in-bed accounts for their wondrous flavor. And, since they never scratch for food, their meat *stays* tender. *Quick-Freezing*, right after the chickie puts on its halo, captures and *holds in* all this succulent goodness!



3. And, now, for the hand-folding part. Each bird is tweezed clean of pin-feathers—drawn of *all waste*—handily cut in pieces for fricassee or stewing! Just open the box—pop it into the kettle—and there you are! A grand meal simmering—and not a hair on your head out of place!



4. And if all this weren't enough, consider the startling value you get in a Birds Eye Fowl: *every ounce of meat is incredibly tasty, Grade A chicken!* (A big third of most farmyard fowl is sheer waste!) *Match this for economy!* Why not hustle out and buy yourself a Birds Eye Fowl—*guaranteed* to be all we've said, or *money back!*



Special!
ONE WEEK ONLY!

April 28 to May 3

**BIRDS EYE FOWL
FOR FRICASSEE**

All sizes for all-sized families

BIRDS EYE PEAS

Delicious Served With These Big Features:
Raspberries • Spinach • Scallops • Roasters

IMPORTANT! All quick-frozen foods are *not* Birds Eye! So look for the Birds Eye on the store window and package. It *guarantees* over 60 first-quality Birds Eye Foods! **THEY MUST SATISFY OR MONEY BACK!**

Ready Soon—New Birds Eye Cook Book
LOOK! May 15th we're bringing out a new 64-page Birds Eye Cook Book—with recipes galore—for only 10¢. Ask your dealer for one or write Birds Eye Frosted Foods, Dept. LM 4-28, Battle Creek, Mich. (Offer good in U. S. A. only)





BRITISH SHIPS FOR ATLANTIC BATTLE

Last week the British Admiralty announced that hereafter British and Allied shipping losses would be an average each month instead of each week. However interpreted, this announcement could only mean that the Battle of the Atlantic was reaching a crucial stage.

The basic facts of "the Battle" were four. The British have some 17,500,000 tons of ocean-going shipping at their disposal. At the present rate of

sinkings—averaging 350,000 tons a month—this total will be reduced to some 14,500,000 tons by next January. Another estimated 4,000,000 tons will have been temporarily lost owing to damage.

Except for ship transfers from other flags, these losses can only be recouped by new building. But Britain's 60 shipyards are only expected to launch 4,450,000 new tons in 1941 according to the most-optimistic estimate and the Germans have lately begun

to bomb British ports and shipyards with grim regularity.

To get a picture of this vital phase of "the Battle," LIFE Photographer William Vandivert recently visited one of Great Britain's greatest shipyards. There he saw massive machines punching rivet holes in big steel plates *above* standardized 10,000-ton general cargo ships taking shape in the murky shadows of the big exposed shipways *below*.



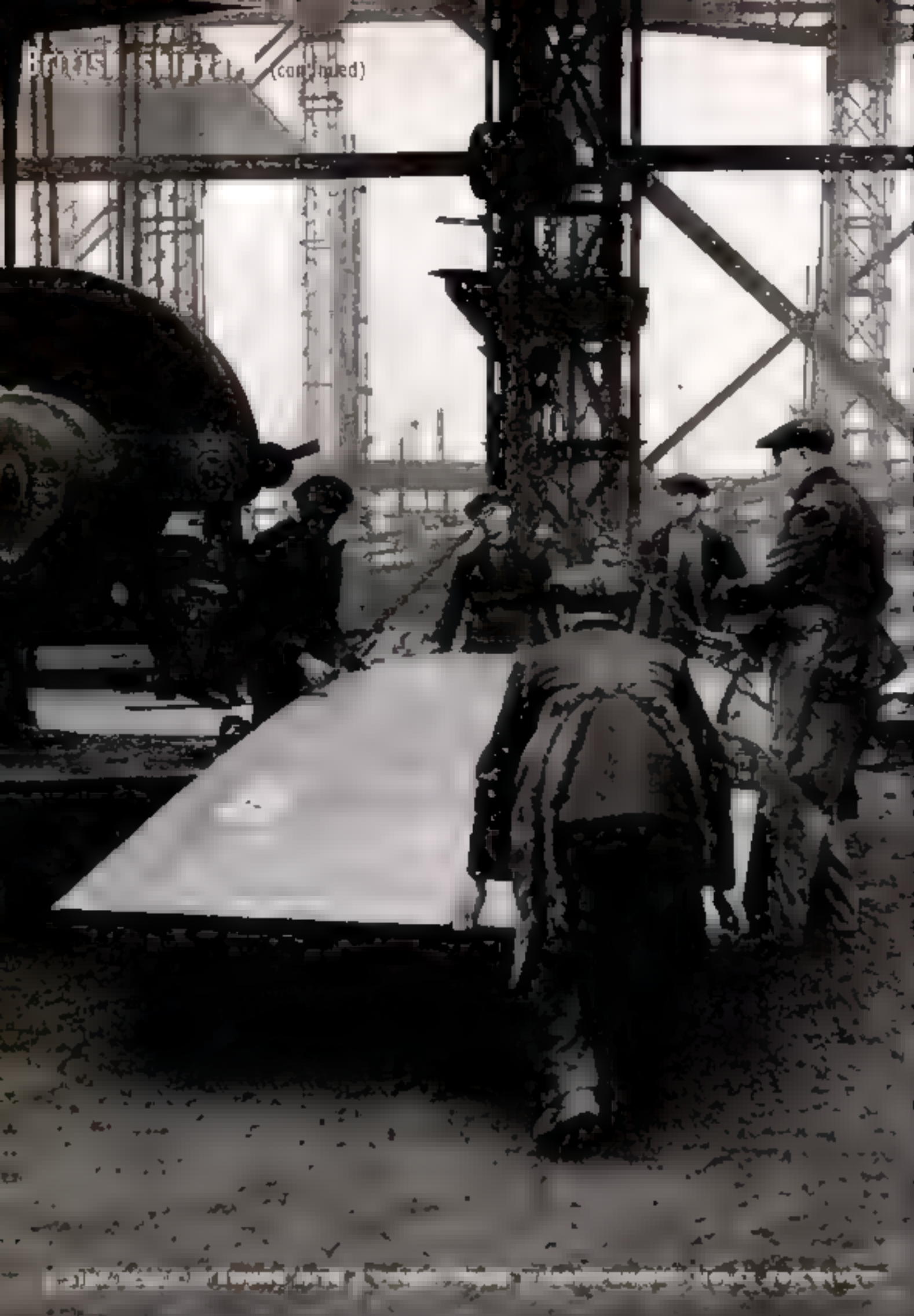
A NEW HULL SECTION IN THE SHIPWAY. IN SIX MONTHS IT WILL BE A NEW SHIP.

OVERHEAD CRANE DROPS PLATE ON UNFINISHED HULL.

CONTINUED ON NEXT PAGE

47

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BLOSSOM OUT!



A bouquet of upholstery ideas for individualizing your Chrysler!

IN A CHRYSLER TAILORED TO TASTE!

YOU know what you like . . . why not get it? Blossom out in a Chrysler, tailored to your taste! Your pride will expand . . . and your purse won't suffer! There's a perfectly amazing variety of selection in the regular price range.

Upholstery in broadcloths . . . pile fabrics . . . Bedford cords and leathers! Gay colors . . . quiet colors . . . two-tone combinations . . . stripes . . . plaids . . . novelties. Plastic paneling and carpets to harmonize with your color scheme! Your taste, from ceiling to floor!

WHY SHIFT GEARS?

Have you experienced the modern thrill of *Fluid Drive* with Vacamatic

transmission? Why shift gears when *Fluid Drive* is so much smoother, easier, simpler? Learn the super-smoothness of a car that can't jerk or buck or clash. Feel the surge of Spitfire power delivered through oil, instead of rigid metal!

See the truly modern Chrysler! Experience the delights of *Fluid Drive* and Vacamatic transmission. Then ask yourself these questions: Why shift gears? Why make work of driving? And why not have a car that's tailored to your taste?

★ Tune in on Major Bowes, Columbia Network, Thursdays, 9 to 10 P. M., E. D. S. T.



BE MODERN with *Fluid Drive* and Vacamatic Transmission **BUY CHRYSLER!**

Ladies and Gentlemen

TO YOUR HEALTH!

THERE is nothing more important in this world than the feeding of you ladies and gentlemen of tomorrow! And your mothers and fathers realize, too, that on your healthy strength and growth depends not only the happiness of the family but the future of the nation itself. A baby's food must be wholesome, appetizing and nutritious.

Heinz is supplying baby foods today to many more homes than any other maker. And Heinz is deeply conscious of the great responsibility which this privilege involves—the duty of helping the mothers of the nation rear their little ones to strong, vigorous manhood and womanhood.

This we sincerely regard as a most vital public trust—one to be jealously, even sacredly, guarded.

Therefore the House of Heinz publicly reaffirms its pledge.

We will provide the finest possible foods for the children of America.

With this in mind, years ago we called upon the scientists in our laboratories, the resources of Mellon Institute of Industrial Research, our farm agents, chefs in our kitchens—to produce foods babies would like and thrive on, and the highest medical authorities approve.

We, as a company which has provided quality foods for the American table for more than 70 years, are indeed proud of the contribution which the House of Heinz has made toward the welfare of America's babies.

H. J. HEINZ COMPANY
Pittsburgh, Pa.





Backed By A Famous 70-Year Quality Tradition, Heinz Baby Foods Are Made With Homelike Care And Patience

EVERY DAY, you mothers of America give H. J. Heinz Company a great testimonial of your faith in us by welcoming our prepared children's foods in your homes.

And when we read your enthusiastic letters and learn about your experiences with Heinz Strained Foods—study the pictures of your babies and children you send us—we wish we could show you just how painstakingly we prepare these foods.

Here at Heinz, we take every possible care to make our baby foods wholesome and delicious! For Heinz Strained Foods, we insist on the finest-grade fruits, meats and cereals the land affords. Our immaculate kitchens are located in the heart of the

nation's garden spots so that the vegetables reach us when fresh. Heinz Strained Foods are cooked scientifically and vacuum-packed in enamel-lined tins to retain vitamins and minerals in high degree.

With equal patience and skill, Heinz Junior Foods are prepared for older babies. These highly nutritive food combinations furnish active youngsters with the hearty meals they need!

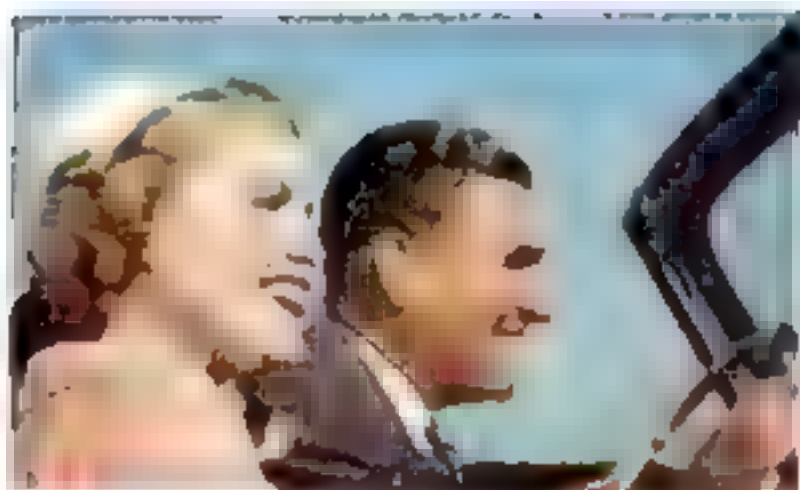
You can be confident that Heinz spares neither time nor expense in preparing the foods that mean health to your children.

NOTE — A beautiful 1 1/2" x 6 1/2" reproduction of the above picture—suitable for framing—may be obtained by writing H. J. Heinz Co., Dept. L-4, Pittsburgh, Pa.

HEINZ

Baby Foods





“QUICK DELIVERY” names a famous Mobilgas quality every motorist wants—plenty of power and pick-up, delivered *fast* to every piston.

Yet, you want economy and high anti-knock, too. And that's a big order. But it's filled every time you say, “Fill 'er up with Mobilgas, please.”

And for good reason: Mobilgas is made by the world's latest processes.

Every resource of a great company works to make it unsurpassed among regular-priced gasolines! But see for yourself—try Mobilgas today!

SOCONY-VACUUM OIL COMPANY, INC.
and Affiliates: Magnolia Petroleum Co.,
General Petroleum Corporation of California

THE SIGN OF FRIENDLY SERVICE ➡



Mobilgas

SOCONY-VACUUM

**“Wish I could
deliver like the
Red Horse”**





The devil himself, in the eyes of Neely's Department Store employees, is Owner J. P. Merrick (Charles Coburn), "richest man in the world." Neither Mary Jones (Jean Arthur) nor other salespeople know this is he.

MOVIE OF THE WEEK:

The Devil And Miss Jones

Jean Arthur plays a union man's girl

The *Devil And Miss Jones* is no world-shaker as a movie, but it manages in two ways to be unique.

Distinction No. 1 is how it came to be made. This happened one afternoon when Frank Ross, who was associate producer of *Of Mice And Men*, ran into Norman Krasna, who wrote the script for *Bachelor Mother*, on the porch of Hollywood's Westside Tennis Club. Ross said he would like to start an independent producing company and Krasna said he would like to offer a story. The resultant Frank Ross-Norman Krasna Inc. went with its story to Jean Arthur (Mrs. Ross in private life), who said she would contribute her acting. At the swimming pool and on the courts of the Tennis Club, the partners of Frank Ross-Norman Krasna Inc. then set up impromptu headquarters where, between volleys and swims, at no overhead, they worked out story and production. By the time they were ready to sell their completed screen play to RKO, total expenditures, minus locker fees, were \$800. Should the \$400,000 movie make a profit, RKO will split it 50-50 with Ross, Krasna and Arthur.

Distinction No. 2 is the movie's content. With humor and a dash of fantasy it tells how "the richest man in the world" becomes a labor spy in a department store he never knew he owned and discovers that strikers are, after all, very human people. Coming from a film industry that shies off controversial subjects, *The Devil And Miss Jones*, fantasy included, may offer to some people a welcome digression from Hollywood's humdrum flood.



Lesson No. 1 for Merrick, when he goes to work at the slipper counter, is that prowling store spies must never catch you chewing gum.



A rooftop meeting is held by Neely's clerks to organize and adjust their grievances. Merrick finds himself an involuntary participant.



A foot-weary millionaire discovers that clerking has its troubles. He ends first day in foot bath.



A tough customer for the new shoe salesman is this young female terror, who kicks his sample shoe into the air, crying: "I don't like it."



Sunday recreation now consists of subway trip to Coney Island, where the richest man in the world shares the beach with 1,000,000 others.



When he gets lost and can't find the bathhouse where he checked his clothes, he winds up in jail.

enjoy the luxury of

Ancient Age



the whiskey of the
"FLAVOR-YEARS"

You can't hurry Father Time when he's aging a superb whiskey! That's why we let the Ancient Age whiskeys sleep undisturbed for a full 8 years. Matured by these extra "Flavor Years"... mellowed at leisure for your taste to treasure... the straight whiskeys in Ancient Age are eight **YEARS OLD**!



*Also available
at 5 years old*

KENTUCKY STRAIGHT BOURBON WHISKY. THIS WHISKY IS 5 YEARS OLD, 80 PROOF. OOPB. 1941. SCHENLEY DISTILLERS CORPORATION, NEW YORK CITY

THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 8 YEARS OLD.
*ANCIENT AGE IS A DE LUXE BLEND OF STRAIGHT WHISKIES, 86 PROOF.

"The Devil And Miss Jones" (continued)



A beautiful flying tackle takes Miss Jones across the store manager's desk. Her objective is to retrieve a list of 400 clerks who have joined her boy friend's union.



A hasty meal of the list of names is made by Miss Jones and Owner Merrick to destroy union evidence. As is obvious from this picture, the owner now sides with his help.



A strike procession finds Millionaire Merrick carrying his own effigy in front of his own department store. Next to Miss Jones is her boy friend, leader of the strike.



This is what happens when Merrick's new department store friends find out who he really is. Neither labor nor capital is likely to care much for movie's fantastic end.

CONTINUED ON PAGE 55

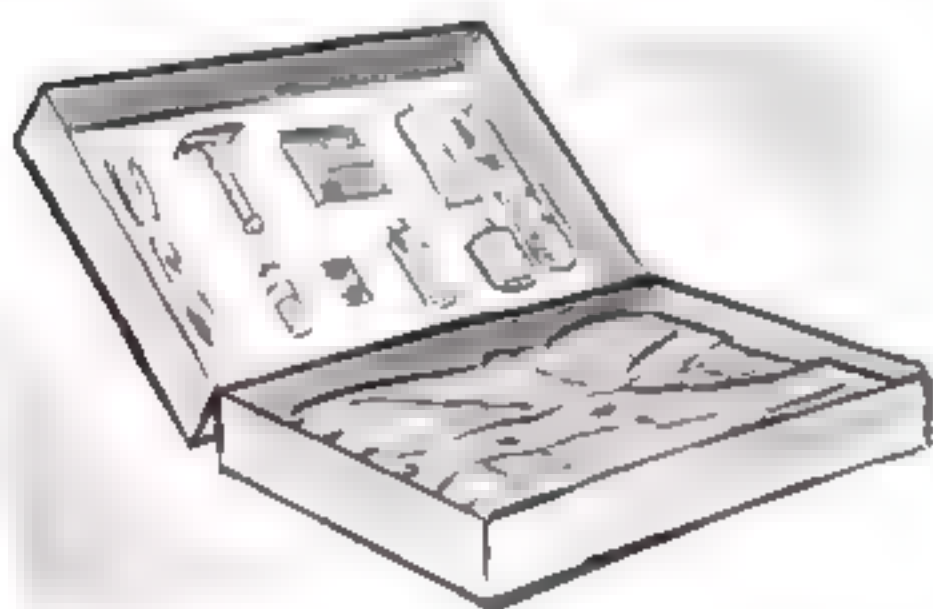
NOW YOU CAN remember TO FORGET!



SUPPOSE you've left on a trip and then suddenly discover that you've forgotten your pajamas and toothbrush. Or...

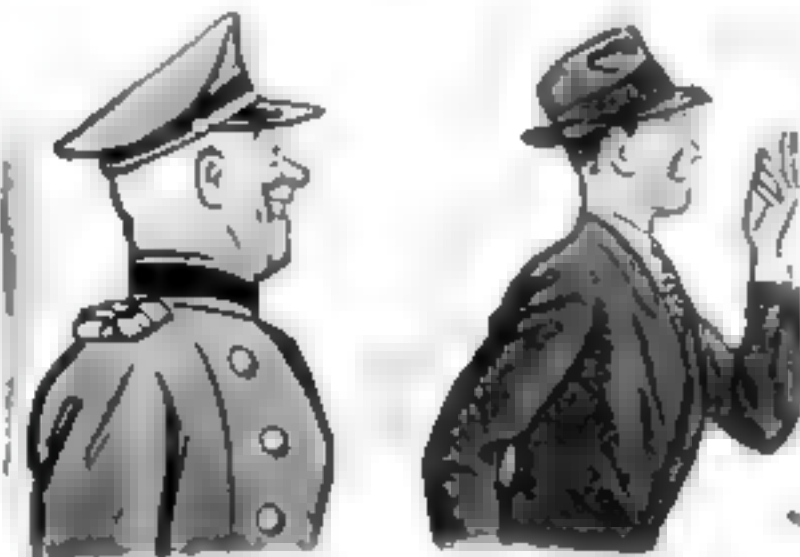
Suppose you are compelled to stay in town unexpectedly, and without luggage. Or, again, suppose that, like so many people today, you purposely travel "light"...

Whenever you're in a Statler city—come to the Statler Hotel and ask for one of our de luxe Statler Overnight Kits! It contains all of the following necessities—and there's no extra charge for its use...



A pair of pajamas—small, medium or large. A pair of new paper slippers. A new toothbrush.

Toothpaste. Safety razor with new blade. Shaving cream, lotion and powder. Sterilized comb. Shoe horn. Even foot powder! And there's a special kit for ladies, with cosmetics, facial tissue, etc., instead of the shaving items.



Furthermore, so that you may start out in the morning as freshly groomed as though you had just left home, we'll clean and press your suit, and do up your laundry while you enjoy your fine night's sleep. Give us your suit and laundry as late as 1 A.M. And another thing!...



If you make frequent trips to any Statler city, leave an extra suit and a change of linen with us. While you are away, we'll press the suit and do your laundry. When you return, all you need is a Statler Overnight Kit and you're ready to meet all comers. *Now you can travel in a brief case!*

Backing up these unusual services is the time-honored Statler policy of making you supremely comfortable by anticipating every

need. Rooms, service, food—all are as fine as money and the will to please you can provide. Yes...



In the past few years alone, more than five million dollars have been spent on the Statler Hotels, to make them finer than ever in every respect. No wonder, in a recent travel survey of men in many cities, we learned with great pride that...



AMONG THOSE WHO
TRAVEL TO STATLER
CITIES...

STATLER HOTELS
ARE FIRST CHOICE!

STATLER OPERATED
HOTEL PENNSYLVANIA \$3.50
NEW YORK
HOTEL WILLIAM PENN \$3.50
PITTSBURGH

NOTHING OLD-FASHIONED
BUT THE HOSPITALITY

Statler Hotels

HOTELS STATLER IN
BOSTON \$3.50 BUFFALO \$3.00
CLEVELAND \$3.00
DETROIT \$3.00 ST. LOUIS \$2.50
WASHINGTON, D. C.
(New Building)

A Difference you'll like

REGENT is a new kind of cigarette...with many superior features designed to give you better smoking at no extra cost



KING SIZE...Regents are over 20% longer, allowing the smoke more time to cool...giving you refreshing, natural coolness



MULTIPLE-BLEND...Regent's exclusive Multiple-Blend combines an unusual number of choice tobaccos in entirely new proportions...giving you exceptional mildness, finer flavor



OVAL SHAPE...Regent's oval shape lends distinction to this fine cigarette...makes it easier to hold, more comfortable to smoke



CRUSH-PROOF BOX...Regent's crush-proof box keeps each cigarette really fresh, fully protected...in perfect smoking condition

REGENT
CIGARETTES

KING SIZE

BOX OF TWENTY
15¢ (Suggested Retail Price)

*REGENT... a new standard
of smoking enjoyment!*

"The Devil And Miss Jones" (continued)



As an outdoor office Frank Ross (right) and Norman Krasna used a tennis court. Jean Arthur suggested Joan of Arc for a story but they found armor too expensive.

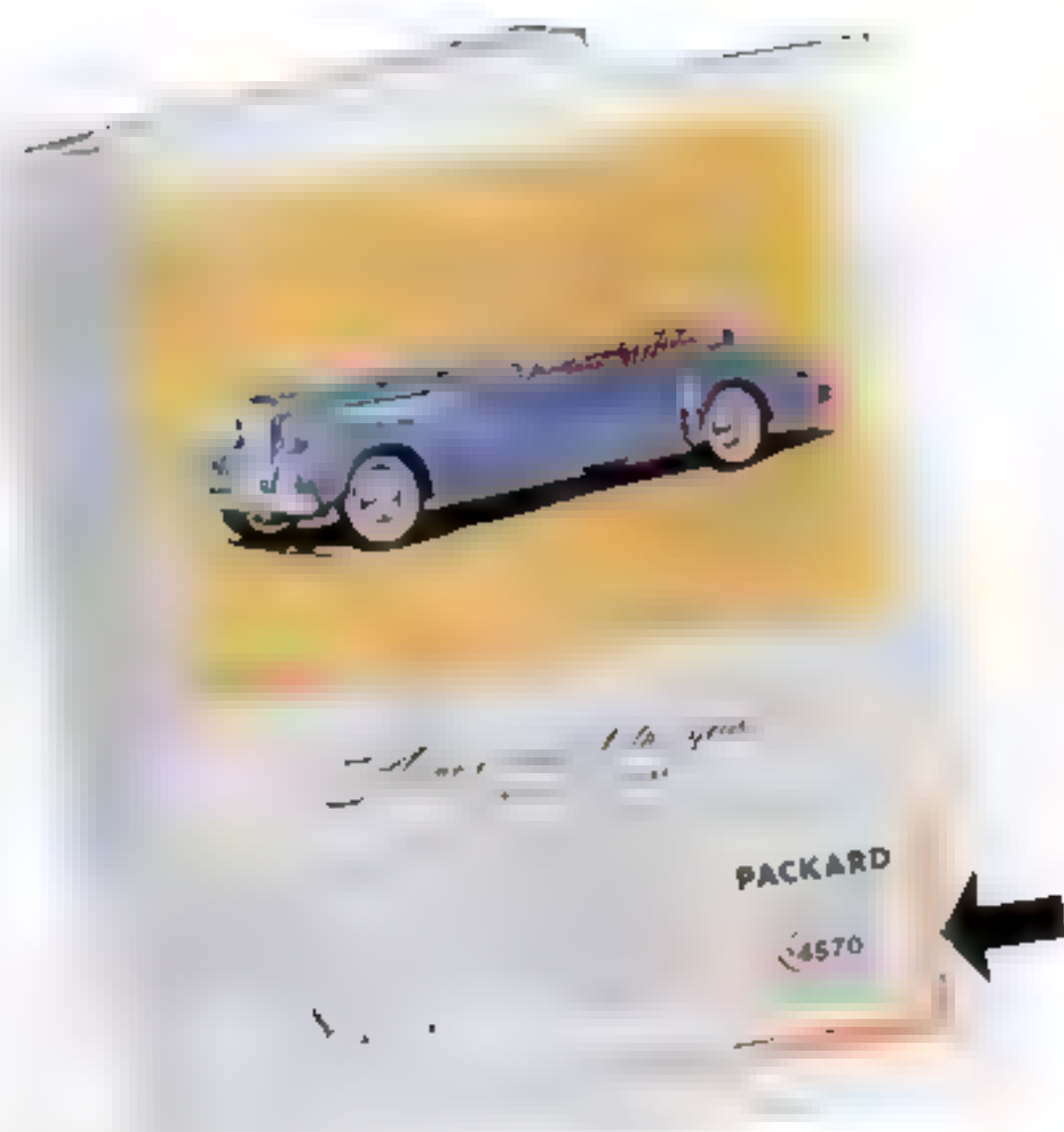


"With this bribe of cold drinks," declare Producer Ross and Writer Krasna, "Miss Arthur attempted to wheedle a fatter part for herself." They admit bribe worked.

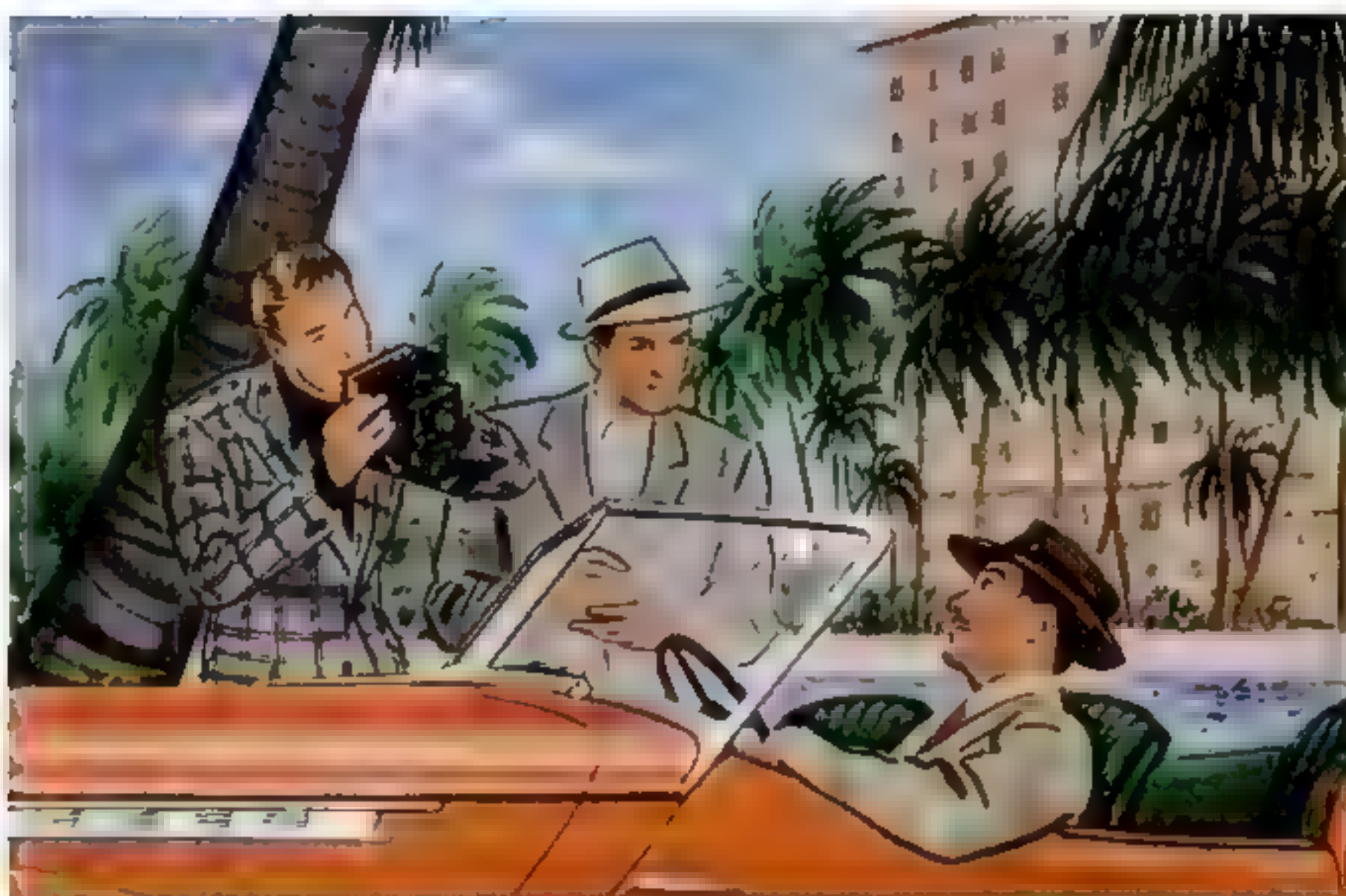


Ready to shoot their low-budget independent film are Jean Arthur and her producer-husband, Frank Ross, here watching prop men on set with Director Sam Wood.

A STAR IS BORN



1. One year ago, many a car-lover whistled enviously at the ad above. It pictured a long, swaggering, low-slung car—flight-lined as a trans-oceanic clipper. It was the custom-built Packard One-Eighty. Its price was \$4570—and up!



2. Though the average man could only look and long, a fortunate few could—and did—look and act. A sprinkling of One-Eighties showed up at smart resorts. Wherever they went they stole the show. They became Palm Beach's favorite background for press photographers. They were, literally, the sensation of the fine car world.



3. Movie stars, no strangers to exotic cars, thrilled to the One-Eighty. A leading man, attending a premiere left his custom Packard parked by Grauman's Chinese Theater. Returning, he found it mobbed—not by just the usual admiring crowd—but by Hollywood's car-blasé celebrities.



4. From every quarter, Packard field scouts reported. "It's a sensation!" But the question furrowing Packard brows was this. Could this magnificent \$4500 custom-made car be built to Packard's exacting standards and sold at a price most car-owners could afford?



5. Packard and three world-famous designers tackled the job. Result: a revolutionary new car that outshines even its custom-built "parent"—a car that brings fleet, modern clipper streamlining down to earth in a new common-sense design. Packard proudly presents . . .

CONTINUED ON NEXT PAGE

World premiere of a daring
and dazzling new motor car

PACKARD CLIPPER



ASK THE MAN WHO OWNS ONE

Sensational addition to the 1941 Packard line which now offers 41 body styles in 6 different model series. The stunning Straight-

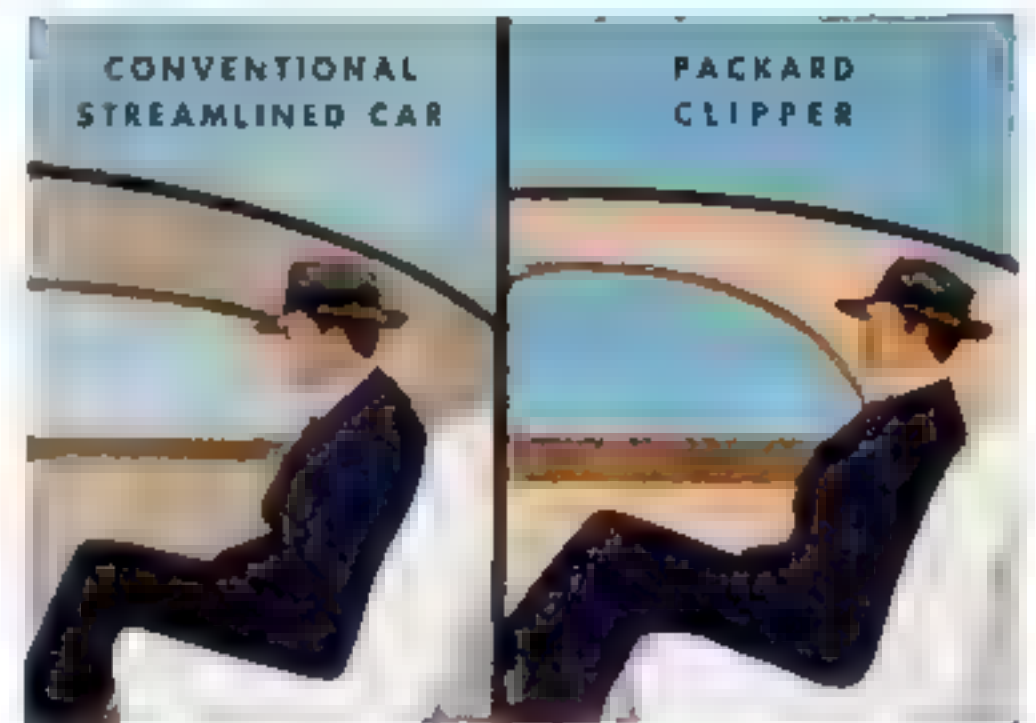
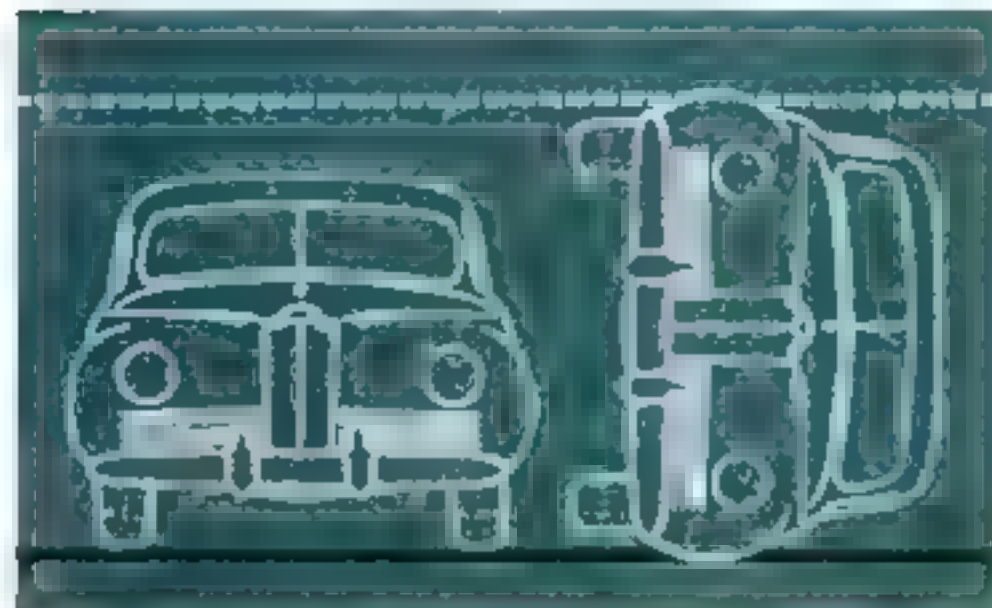
Eight Packard Clipper shown above is priced at only \$1375 (Not for just a coupé—but for the 4-door sedan illustrated).*

CAR OF THE YEAR

Low, wide, rakish—and the first car to bring common sense to modern design!

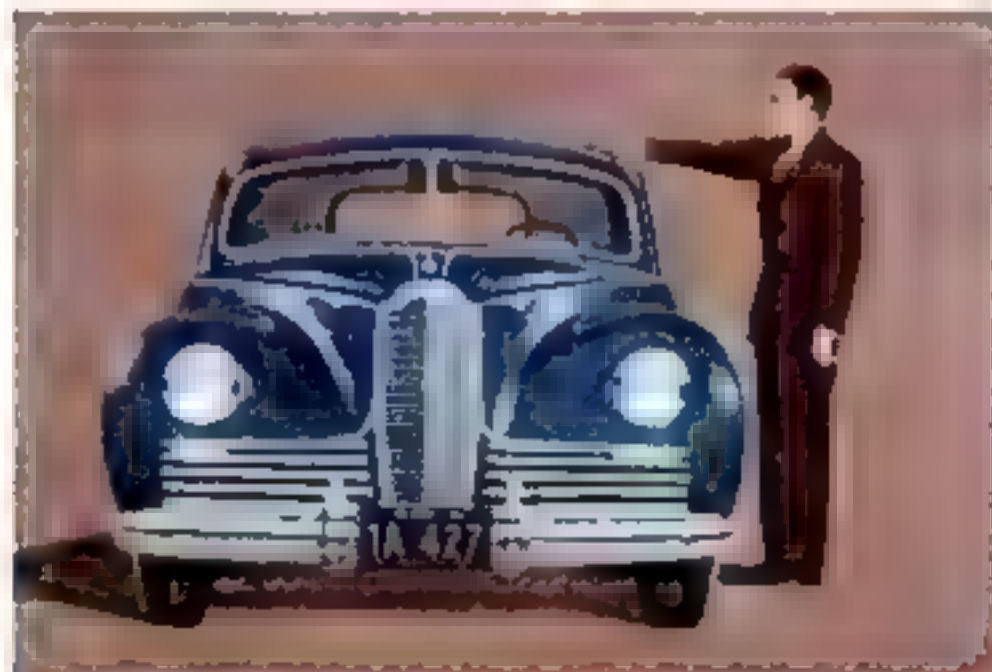
HERE, FOR THE FIRST TIME—in this glamorous new addition to the already extensive 1941 Packard line—is a car of advanced streamlined design which recognizes that *beauty—to be really modern—must be functional . . . must serve some useful purpose.*

Thus, while the graceful and daring new **PACKARD CLIPPER** is a dazzling delight to your eye...everything about it adds in some way to your comfort, your safety, or your convenience. For instance . . .

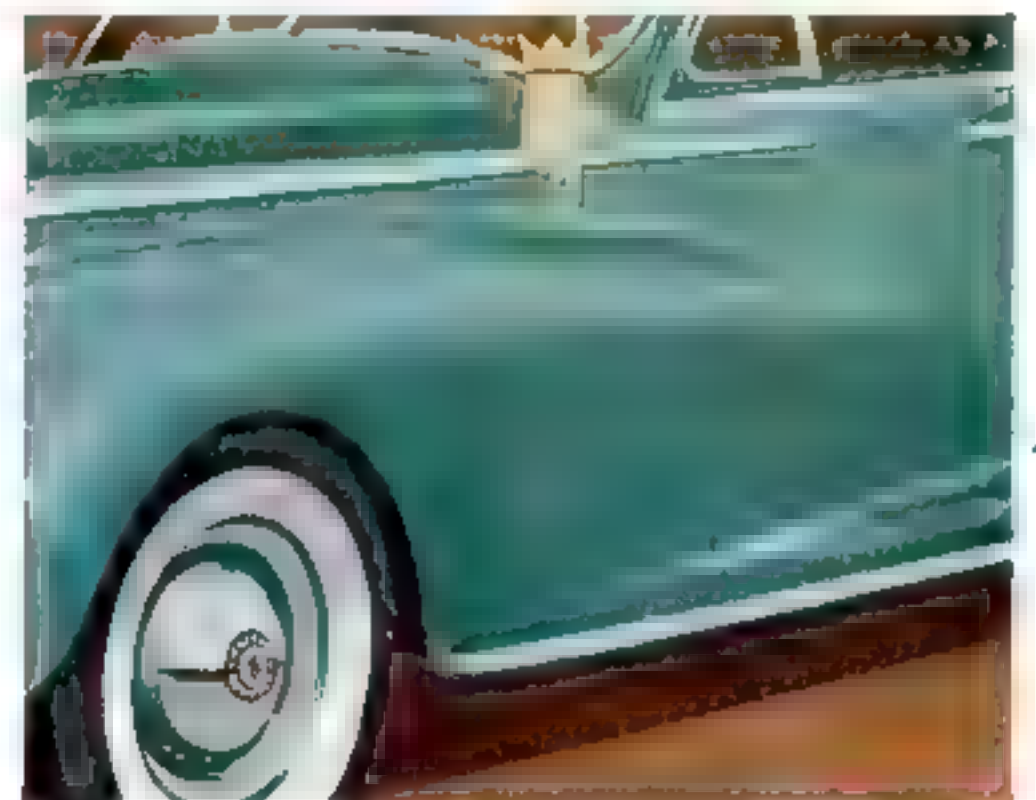


FULL HEADROOM IN THE REAR, TOO—Here is functional beauty strikingly demonstrated. For the Clipper—alone among the latest streamlined cars—has full headroom in *back seat* as well as front. No neck-bending. No hunching-over. No hut-hitting.

WIDER THAN HIGH—by almost a foot! Widest body made, in fact—and a brand-new beauty line! Yet the Clipper's width is *inside the body* for "three-in-a-seat" comfort. And its overall width is no greater than that of ordinary cars.



LOWER—FOR SAFETY—The fact that the Clipper is low, racy, ground-hugging, makes it beautiful. But, because it has a lower center of gravity, it is a *safer* car to drive and ride in! And (though this is hard to believe) road clearance is actually *increased!*



FADE-AWAY FENDERS—Notice that runningboards are concealed—until you open the door. Thus it is the most natural thing in the world for the front fender to "fade" into the door in a beautiful new treatment, and for even the rear fenders to blend smoothly into the body—no unsightly seams or joints.

A "Mid-Season Auto Show"!—THE CLIPPER, with its rugged, low-slung chassis, is a triumph in engineering as well as styling! We can only *hint*, in this limited space, at the 84 new improvements that await you. For example: The Clipper's sensational **ELECTRO-MATIC DRIVE** is the last word in simplified automatic driving . . . worth far more than its extra cost . . . well worth a visit to your Packard dealer just to try it!

This daring new Packard Clipper is an Auto Show all by itself! It's more than stunning! It's revolutionary. See it . . . and drive it . . . at your nearest Packard showroom!

6 lines of cars—41 body styles

\$907 TO \$5550

*Delivered in Detroit—white side-wall tires and State taxes extra. Price subject to change without notice.



National defense comes first with Packard!—Marine motors for the Navy, and Rolls Royce aviation engines for the Army, have a clear right-of-way. But Packard is big enough to handle defense assignments and car production—so important to employment and prosperity—at the same time.



SOMETHING NEW FOR THE BRIDGE CLUB!

TREASURE-BASKET SALAD

WITH

REAL MAYONNAISE

THE MAYONNAISE GIVES GLAMOUR TO THIS SIMPLE SALAD

HERE'S a smart new note—nut meats in the mayonnaise! Delicious! But don't play up your mayonnaise this way unless its flavor is worthy. With Best Foods (in the West) and Hellmann's (in the East) you are safe, because—

IT'S REAL MAYONNAISE—the home kind, made with only freshly broken eggs, added egg yolks, choice salad oil, vinegar and seasoning.

IT'S REALLY FRESH—it is made with our own "FRESH PRESS" Salad Oil, which we ourselves prepare fresh each day, as it is needed. That is why this Real Mayonnaise, rich as home-made, has such delicate, zestful flavor.



FERN WINS A NEW SALAD FUTURE WITH HER LUCKY FIRST PRIZE!

ORCHIDS TO YOU, KAY, FOR A SALAD THAT CAN BE SERVED WITHOUT SPILLING!

AND FOR TH'S HEAVENLY SALAD DRESSING! IT'S TOO DELICIOUS!

I'M GLAD YOU LIKE IT, FERN, BECAUSE YOU'VE WON A JAR OF IT FOR FIRST PRIZE. BUT IT ISN'T "SALAD DRESSING," YOU KNOW. IT'S REAL MAYONNAISE!

WHAT'S THE DIFFERENCE BETWEEN "SALAD DRESSING" AND REAL MAYONNAISE, KAY?

A BIG DIFFERENCE, FERN. REAL MAYONNAISE IS ALL MAYONNAISE—NO STARCHY FILLER IN IT! THAT'S WHY IT HAS SO MUCH RICH, REAL FLAVOR. AND IT DOESN'T TURN WATERY WHEN YOU ADD MILK OR FRUIT JUICES

WELL, THIS FIRST PRIZE WILL START A BRIGHTER FUTURE IN SALADS AT OUR HOUSE, KAY! AND MAY I HAVE THE RECIPE FOR YOUR LOVELY SALAD?

HERE IT IS! IT'S A CINCINCH TO MAKE!

TREASURE-BASKET SALAD

8 medium-sized tomatoes
 1 lb. cottage cheese
 4 tablespoons Real Mayonnaise
 1/2 teaspoon onion, grated
 1/2 teaspoon salt
 1/2 teaspoon pepper
 1/2 Spanish onion, sliced and separated into rings
 1 large green pepper, sliced
 1 large sweet red pepper, sliced
 Romaine or Lettuce

Cut a slice off stem end of tomatoes. Remove seeds and invert to drain. Mix cottage cheese with Real Mayonnaise, grated onion and seasonings, and fill tomatoes. Replace tops on tomatoes. Arrange filled tomatoes, onion rings and pepper rings on romaine or lettuce leaves (as illustrated). Serve with Nut Mayonnaise.

NUT MAYONNAISE: Add 4 tablespoons pistachio, or other nut meats, slivered, to 1 1/2 cups Real Mayonnaise. Gives the rich flavor note that puts this simple salad over!



BEST FOODS ↔ HELLMANN'S
Real Mayonnaise



IN THE WEST
 IN THE EAST

"ANY COLOR, SO LONG AS IT'S RED . . ."

*"There's that in red that warmeth the blood
And quickeneth a man within,
And bringeth to speedy and perfect bud
The germs of original sin."*

If Eugene Field's verse is right about the effects of red, this country is in for a lot of original sinning this spring. There's nothing new in the use of red

for women's clothes. What is new is the fact that red is selling in \$200 custom-made suits and \$10.95 reefers, in patrician evening gowns and \$3.95 debutante formals. For women whose men scare easily (and a little red goes a long way) there are red hats and shoes, bags, stockings, gloves, belts, jewelry. These are shown on the following pages.



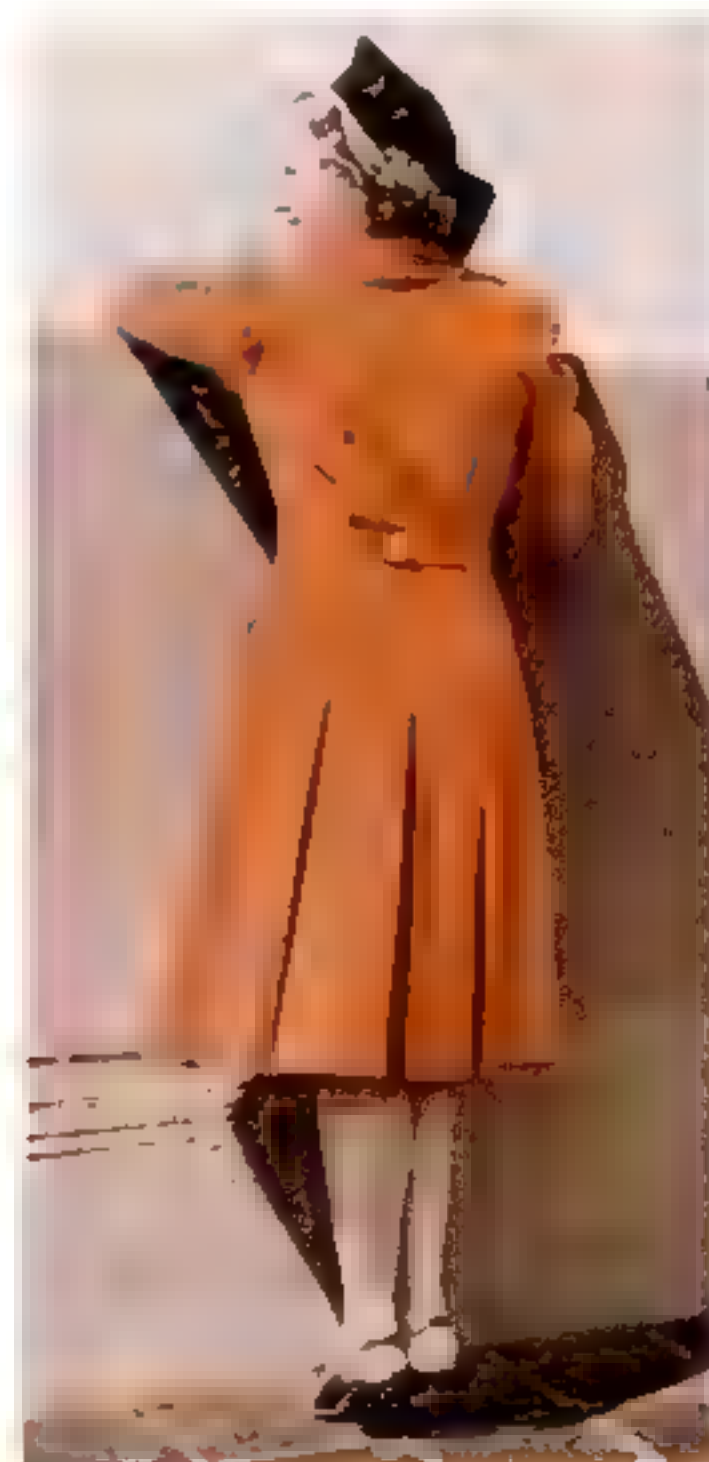
Lana Turner went to Santa Anita race track in this red gabardine suit. With it she wore green reptile shoes and bag. Feathers instead of flowers in her pompadour hat are new spring note.



Little-boy coat with white pearl buttons comes in seven colors, but red is most popular. Collar may be worn open or buttoned snug at neck. Coat is of wool, unlined, costs \$10.95.



All-red suit in wool for spring, rayon for summer, has pleated skirt, costs \$30 and \$17.



Reefer coat with pleated back is a perennial spring favorite. It is new this year in red.



Something NEW* has been added!



See what's going on that door?
Something new has been added
—and it's me! And listen—something
new has been added to a famous ciga-
rette, too. A special imported tobacco—
to make this blend even more pleasant
tasting than before.

It's at your tobacco dealer's now—the
new Old Gold blend—enriched with a
famous imported tobacco, aged for
years, and offered to you by the firm
with the longest tobacco experience.
Get a pack of new Old Golds today!

***NEW**—A prized imported
tobacco, from the eastern
Mediterranean—a tobacco whose
small aromatic leaves impart new
zest to the famous Old Gold blend.
So every moment you spend with
Old Gold will be even more pleasant.



Same familiar pack, but new Old Golds inside. All the
Old Golds your dealer has now are NEW Old Golds.

P. Lorillard Company America's oldest tobacco merchants—
Established 1760

Red is the color (continued)



Flaming red hibiscus flowers are used for the print pattern on this blouse, which
is part of a slack suit. Trousers of natural color Celanese are tapered at the ankle.



Red jacket is teamed with a navy skirt
in this suit. Note new, red silk stockings.



Beige suit is a perfect foil for red ac-
cessories, i.e., shoes, hat, bag and gloves.



Red belt, thick red rope cotton necklace
and bracelet add color to white blouse.



Red vest is like a footman's weskit, looks
warm and adds warmth to spring suits.

CONTINUED ON PAGE 44



"NOT A BAD CONGA, DARLING!"

WIFE: Conga?

HUSBAND: Isn't that what you're doing?

WIFE: This is no time to be witty, you idiot! Since washday had its innings with this dress, I can't squeeze into it, and I can't wiggle out of it!

HUSBAND: It'd just about fit the young 'un! Too bad his name's Bill! But say! I thought you were the girl who always looked for the Sanforized-Shrunk label!

WIFE: W-e-l-l-l, I was in a hurry, and the clerk said this dress wouldn't shrink, and I—

HUSBAND: Won't you ever learn? We went through all this about my shirts, too! You ought to know how important that Sanforized-Shrunk tag is.

WIFE: Certainly, I know! It says the fabric won't shrink more than a wee little 1%, by standard tests.

HUSBAND: Then why in—

WIFE: Now, Marvin! This is just a bargain wash dress I picked up for only—

HUSBAND: Price isn't the point! You can get dresses with the Sanforized-Shrunk label at any price you want to pay. You told me so, yourself!

WIFE: Yes, Marvin.

HUSBAND: And another thing—when you buy my shorts and pajamas, take the time to see that they carry the Sanforized-Shrunk label, too.

WIFE: All right, dear—I'll look for the Sanforized-Shrunk label, *always!* But if I'd known you were going to raise such a hullabaloo, I'd have just agreed, "Yes, I am doing a conga!"

HUSBAND: And a darned good one, darling!

WHAT WAS DADDY YELLING ABOUT THIS MORNING?



MOTHER: He was just being sort of *emphatic!* About a Sanforized Shrunk label! You'll see it, today, when we buy Daddy's new shirts and shorts and pajamas. And my new wash dresses!



MOTHER: See, dear! Here's the Sanforized-Shrunk label! Now, Daddy's clothes won't shrink. And when you grow up—

SALESMAN: Beg pardon, Madam—but we have children's wear labeled Sanforized-Shrunk, also!



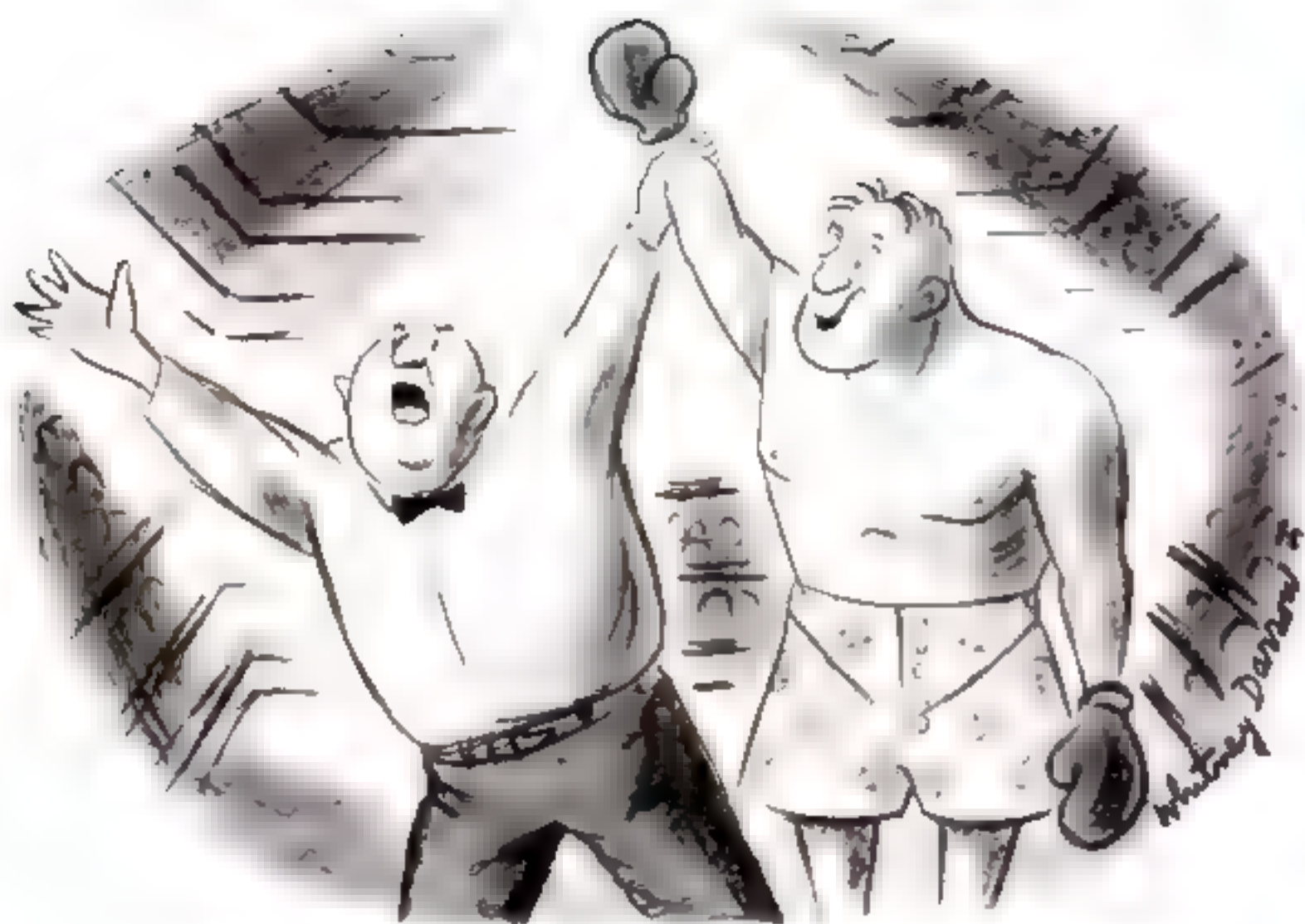
MOTHER: Boys' suits, pants, and shirts! Even underwear! All labeled Sanforized-Shrunk! And they cost no more than I usually pay!

SALESLADY: Yes! Mothers are delighted because boys or girls clothes labeled Sanforized-Shrunk won't shrink out of fit.



MOTHER: We're certainly Sanforized Shrunk enthusiasts—because we now have these washables, too—work clothes and uniforms, night wear and underwear, slip covers and draperies—all with the Sanforized-Shrunk label. They won't shrink out of fit!

FOR PERMANENT FIT—LOOK FOR THE LABEL—"SANFORIZED-SHRUNK"



"You might casually mention my Shorts with Grippler Fasteners!"

Ordinary shorts? Certainly not—they're closed with Grippler fasteners! Grippler fasteners are neater... far more convenient than buttons. They're completely durable, too... no more buttons to sew on, no more torn buttonholes to mend. Ask for shorts with Grippler fasteners today!

★The laundry-proof snap-fastener that ends button bother.

MADE BY SCOVILLE MANUFACTURING COMPANY
WATERBURY, CONNECTICUT



P.S. YOU CAN ALSO GET SHIRTS, PAJAMAS, AND UNION SUITS WITH GRIPPLER FASTENERS. ASK FOR THEM AT YOUR LOCAL STORE TODAY!

A MARK OF IDENTITY

ADVERTISED IN
LIFE

For your convenience... this mark of identity in a store quickly calls attention to LIFE-advertised products.

LIFE FLOWS ON

Wherever you apply *self smoothing* Kyanize Lustaquik, there you'll find new life, new beauty. Lustaquik dries in 4 hours with a bright glossy finish. 18 washable colors. Give Lustaquik a try sometime soon — then you'll know why "KYANIZE is the LIFE of the Surface." Write for dealer's name and free illustrated folder showing all new popular colors. Boston Varnish Company, 119 Everett Station, Boston, Mass.

SELF SMOOTHING
Kyanize
LUSTAQUIK ENAMEL

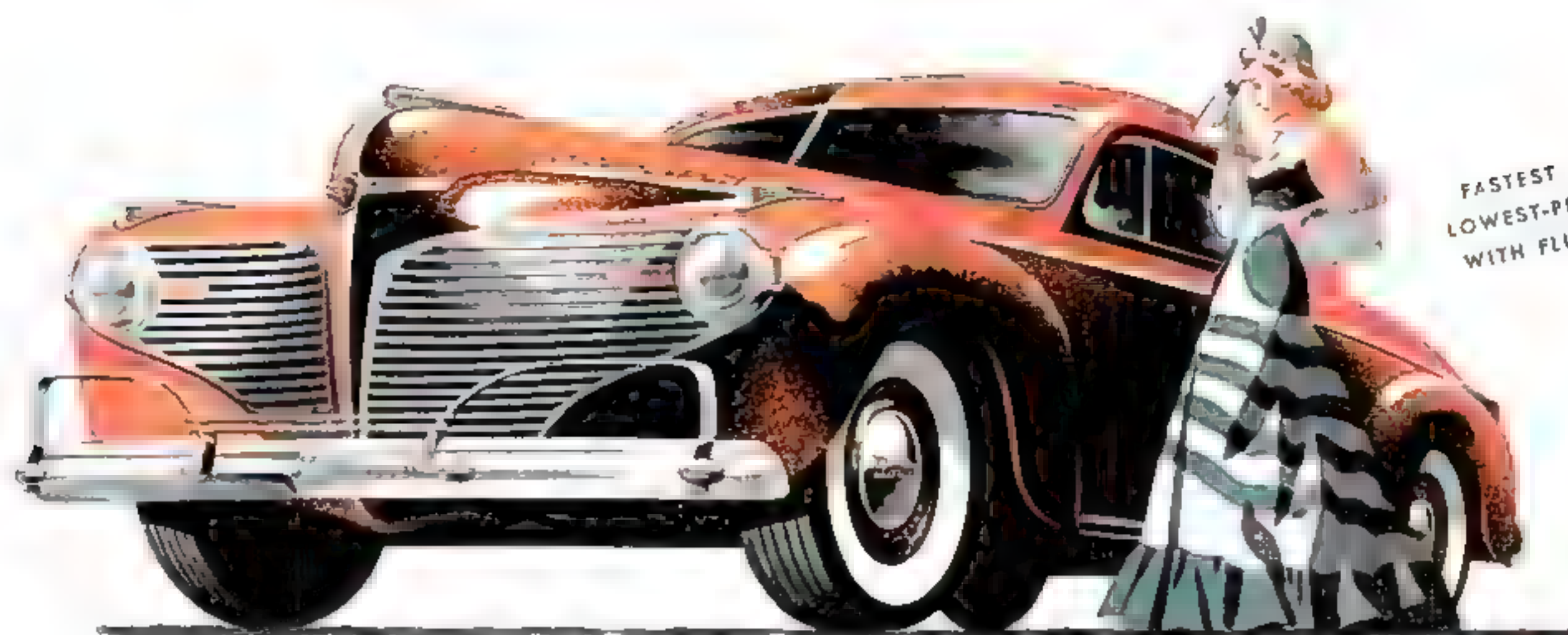


Kyanize is the *life* of the surface

Red is the color (continued)



"Scarlet Siren" is what the manufacturers call this sleek outfit with a hip-length scarlet rayon blouse and a flowing dead-white skirt. "Siren" complete costs \$3.85.



FASTEST SELLING
LOWEST-PRICED CAR
WITH FLUID DRIVE

THESE FAMOUS FEATURES

WITH DODGE FLUID DRIVE
(ONLY \$25 EXTRA)

SAFETY-RIM WHEELS

GUARD YOUR TIRES AND YOU

FULL-FLOATING RIDE

FOR A "RIDING ZONE" WITH COMPLETE SHOCK PROTECTION

FLOATING POWER

CRADLES YOUR ENGINE FOR LONGER LIFE

MASTER HYDRAULIC BRAKES

FOR EQUAL-PRESSURE BRAKING EFFICIENCY AND SAFETY

SAFETY-STEEL BODY

FOR MAXIMUM SAFETY AND YOUR PEACE OF MIND

FINGER-TIP STEERING

FOR SWEETER, SMOOTHER HANDLING AT THE WHEEL

HERE are the famous fundamental features of the Dodge motor car which are now crowned by the great success of Dodge Fluid Drive. These are the unique background advantages which separate Dodge from all other motor cars in its class and make it, we believe, the greatest value in the world.

Countless thousands of enthusiastic owners are always boasting about the dependability of their Dodges—their enduring beauty and the sweetness of their day-to-day performance. None of these leadership results are the prod-

uct of a day or a year of effort. They have come down the years from within the walls of America's greatest motor car factory and its world-famous engineering laboratories.

When your new Dodge arrives at your door, the whole manufacturing tradition of Dodge arrives with it—to insure, first, your safety... and after that, your pleasure and satisfaction. These are the exclusive Dodge values on which you may act with the most assured confidence today. We suggest a test ride at your dealer's.

\$825[†]
DODGE

[†]This is Detroit delivered price and includes all Federal taxes and all standard equipment. Transportation, state and local taxes (if any), extra. Front directional signals, bumper guards and white wall tires at slight extra cost. Fluid Drive \$25 extra. See your Dodge dealer for easy budget terms. Prices subject to change without notice.

TIME IN ON MAJOR BOWES ORIGINAL AMATEUR HOUR, G. B. S., EVERY THURSDAY, 9 TO 10 P. M., E. S. T.

*America's
Most Distinguished
Beer*



THE BEER THAT MADE MILWAUKEE FA

DID YOU KNOW THIS ABOUT BEER?



Beer begins when seed is sown . . . in the springtime. For beer is essentially a liquid version of the golden, grainy goodness of plump, rich barley. You see, barley is made into malt, and malt is the principal ingredient of beer.

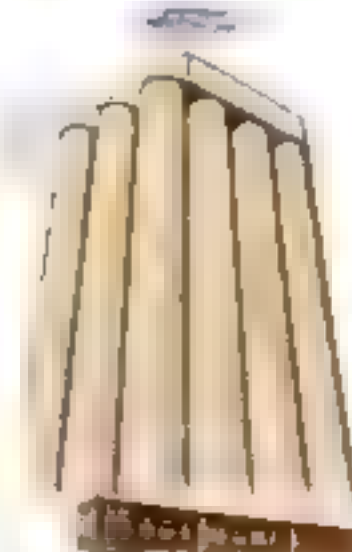


Because malt is so important to beer, Schlitz insists on selecting and buying the barley from which it makes its own malt. It is one of the few brewers who does. That's why the Schlitz grain buyers are on the job from the moment the barley is planted 'til it's harvested. They know the soil, they study the climate, they watch the weather. They could write a biography of each of the millions of bushels they buy annually.



Barley is hard to get to know. The University of Wisconsin, for example, has collected over 3,000 varieties . . . very few of which will make good beer.

Moreover, only the top grades of *these* particular strains possess the virtues that make *perfect beer*.



Even choice barley must pass many exacting tests if the beer is to be perfect. Its shell, for instance, must be just so thick . . . its protein content must be within specified limits (too much and the beer will be unstable; too little and it will lack body).

But even perfect barley won't make perfect malt unless it has been aged. The huge Schlitz grain elevators where this exceptional barley is stored and mellowed are a "must" sight in Milwaukee. Working with the finest ingredients the world affords, the mature genius of the famed Schlitz Brewmasters achieves that famous flavor that has set Schlitz apart from all other beers.

The best way for you to discover what this care means, what this special Schlitz skill does for beer, is to pour yourself a glass. Only after you've done that can you know how gloriously good beer *can be*, and why more and more millions of Americans are changing to Schlitz.



COPYRIGHT, 1961 JOE SCHLITZ
BREWING CO., MILWAUKEE, WIS.





**They found 90 extra
miles an hour in a
drop of oil**

A drop of crude oil will spot your clothes—dirty your hands—make you sniff. Nasty stuff! Yet scientists at the "University of Petroleum" (Shell's \$3,500,000 research laboratories) look at it and love it . . .

They see in it a universe of possibilities—wonders realized and miracles yet to come

They discovered how to produce Iso-octane, on a commercial scale, from a waste petroleum gas. This was the key to 100-octane fuel for American aviation which led to an increase in the speed and flying range of America's planes up to 30%!

Because Shell scientists saw extra miles in a drop of oil, and were able to get them out.

Curtiss P-40 Permit

You get this research "by the gallon" in NEW *Solutized* SHELL

821 research scientists and assistants work for you at the "University of Petroleum."

They found a key to production from petroleum of synthetic rubber—glycerine—plastics—fertilizers—germicides—even TNT.

Now they've advanced the Road Performance Rating (RPR) of Shell Gasoline to an all-time high:

1. It is refined with the Solutizer Process (originated by Shell's research laboratories, Patent No. 2,149,379). This steps up performance by removing the "pro-

knock mercaptans" which have always been a drag on performance.

2. Thermal conversion makes it extra rich in iso-compounds similar to those in aviation gasoline.

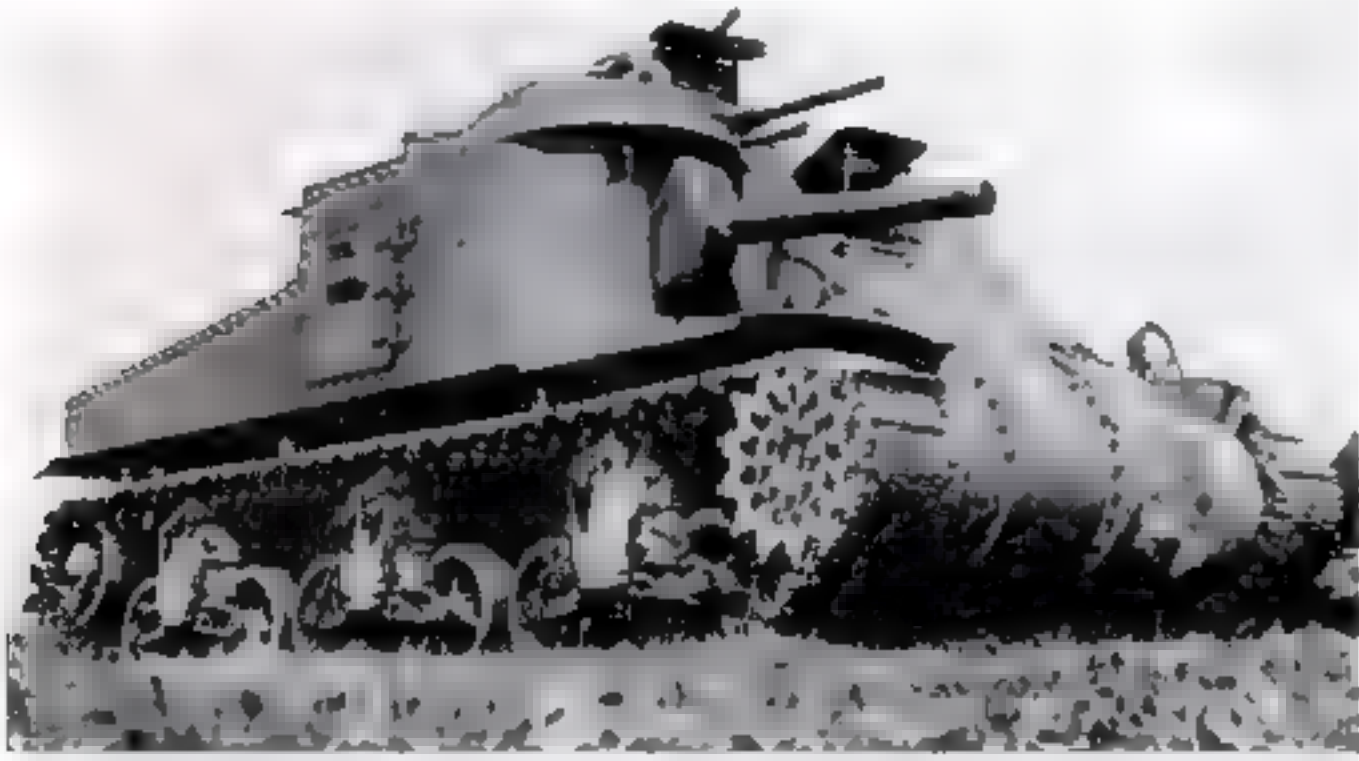
. . .

These two factors save on the costliest driving you do—Stop-and-Go. And increased RPR puts a new thrill in your motoring! Your Shell dealer has new Solutized Shell (at regular price) and Shell Premium—try a tankful today!

APRIL SERVICE TIP

"Thoro-fast" service means quick but careful—that's my free-service pledge! Your car needs a "Thoro-fast" check-up every hundred miles.





THIS IS THE M-1 MEDIUM (21-TON) TANK WHICH CHRYSLER WILL PRODUCE

TANK FACTORY

\$20,000,000 CHRYSLER PLANT PREPARES TO MASS-PRODUCE MEDIUM TANKS BY AUTUMN

On June 8 last year, while German tanks were rolling toward Paris, William Knudsen in Washington reached for a phone, called K. T. Keller, an old friend of his in Detroit. Mr. Keller is president of Chrysler Corp. "Will you make tanks?" asked Knudsen. "Sure," said Keller, "where can I see one?"

Last week Chrysler finished its first tank. Since June a miracle had been wrought in Detroit. Four days after his talk with Knudsen, Keller had gone to the Army's Rock Island Arsenal, looked over tanks, returned to Detroit with 186 lb. of blueprints. Eight weeks later he signed a contract with the Army. What he got was \$20,000,000 for which he agreed to build and equip a tank arsenal, turn it over to the Army. The Army in turn agreed to rent the new plant to Chrysler for \$1 a year.

Ground was broken Sept. 11, and steel erection began Nov. 19. Through the winter the going was tough. Construction workers toiled in mud up to their knees. Ice and snow froze on the girders. Today, however, the framework is complete. Glass is in all the windows and more than 70% of the machine tools have been moved in. Although the tank produced last week was only a pilot model, some tanks may start rolling off the Chrysler assembly line in July. By fall they should be in full production.

Kind of tank Chrysler is to produce is shown above. When the Germans broke through last spring in the Lowlands and France, U. S. Army experts realized that our medium tanks were inadequately armored, had too few guns for the kind of anti-tank defenses which tanks were likely to encounter in a modern war. Chrysler's new tank, similar to the Government-built tank which was first demonstrated April 4 at Aberdeen, Md., has more gun power, more armor than any American tank ever made. Weighing 28 tons, and capable of more than 30 m.p.h., it mounts 30-cal. machine guns as well as a 75-mm. gun and 87-mm. cannon.



Operating Manager Eddie Hunt (right) talks with one of his men. Oldtime Chrysler production man, Hunt equipped the Plymouth plant. He works seven days a week.



East end of plant, where tank assembly line will start, is practically finished with most machinery and machine tools installed. Entire factory is in one building, 1,380 ft. by 500 ft. By autumn, more than 10,000 men will be employed. One thousand Chrysler medium tanks have already been ordered by the Army.



Center of the plant, where gears will be cut, and the west end (below) where the last part of tank assembly takes place, are today not far from completion. Above: the floor base of concrete and tar and the wood-block floor itself is being laid. Below: workmen lay large drainage pipes and thaw out the ground.



POLICE REPORT!



3 out of 4 prefer the flavor of Beech-Nut Gum

203 OUT OF 269 POLICE
PREFER THE DELICIOUS
PEPPERMINT FLAVOR OF
BEECH-NUT GUM

The extra goodness of delicious Beech-Nut Peppermint Gum has been tested by an independent fact-finding organization.

(Here's the way it was done):

269 policemen in 15 different cities were questioned. Various brands of peppermint chewing gum were bought in local stores and identifying wrappers were removed.

Each policeman was given two different brands (Beech-Nut and one other, both unidentified), and asked to report which stick he preferred. *Result:* 203 out of 269 (3 out of 4) preferred the peppermint flavor of Beech-Nut Gum to that of other brands.

Try the *yellow* package of Beech-Nut today. You'll enjoy its delicious long-lasting peppermint flavor.



Tank factory (continued)



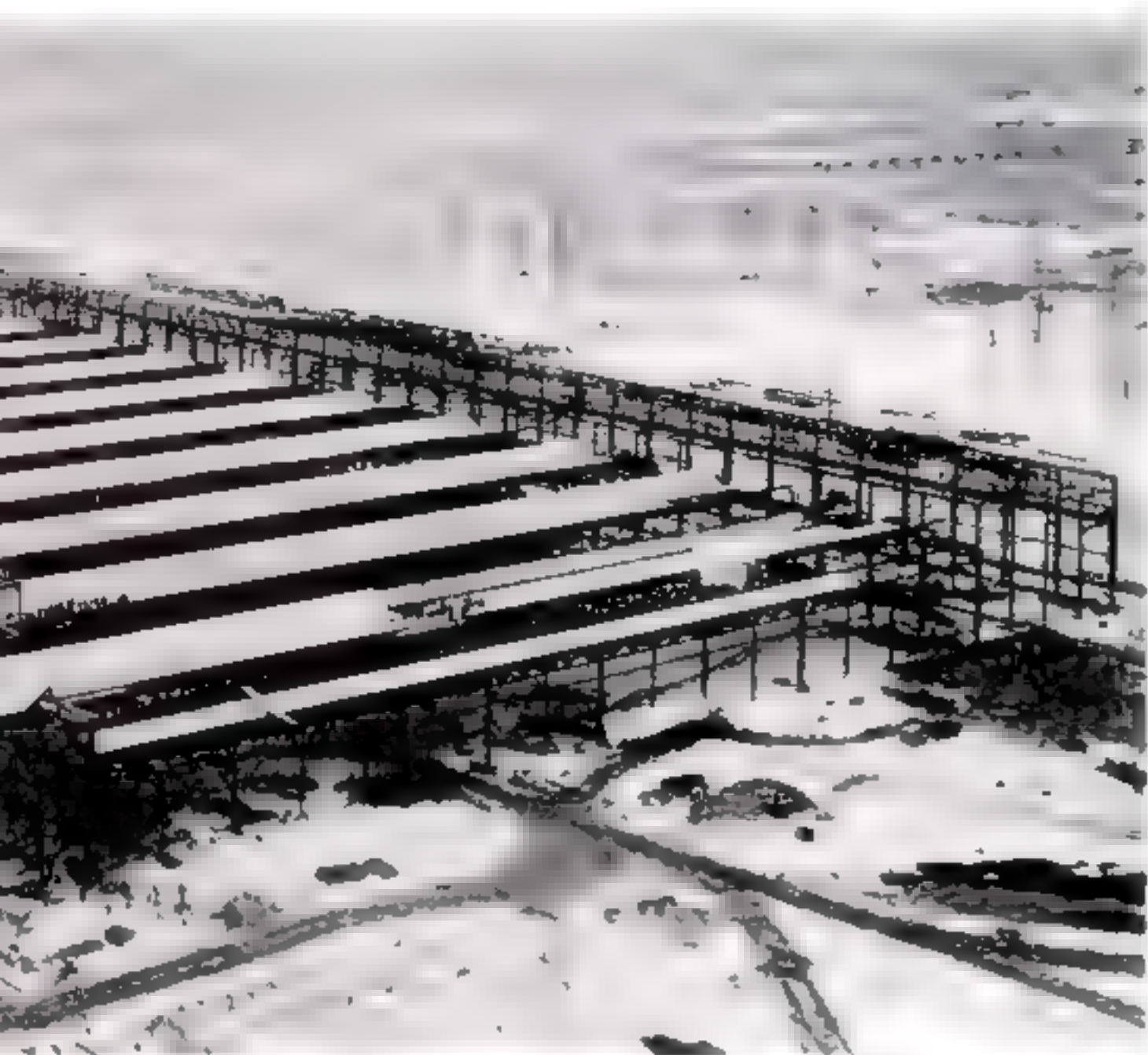
By early December part of the steel work for the Chrysler tank factory was finished but none of the 80,000 panes of glass had been put in place. During December snow



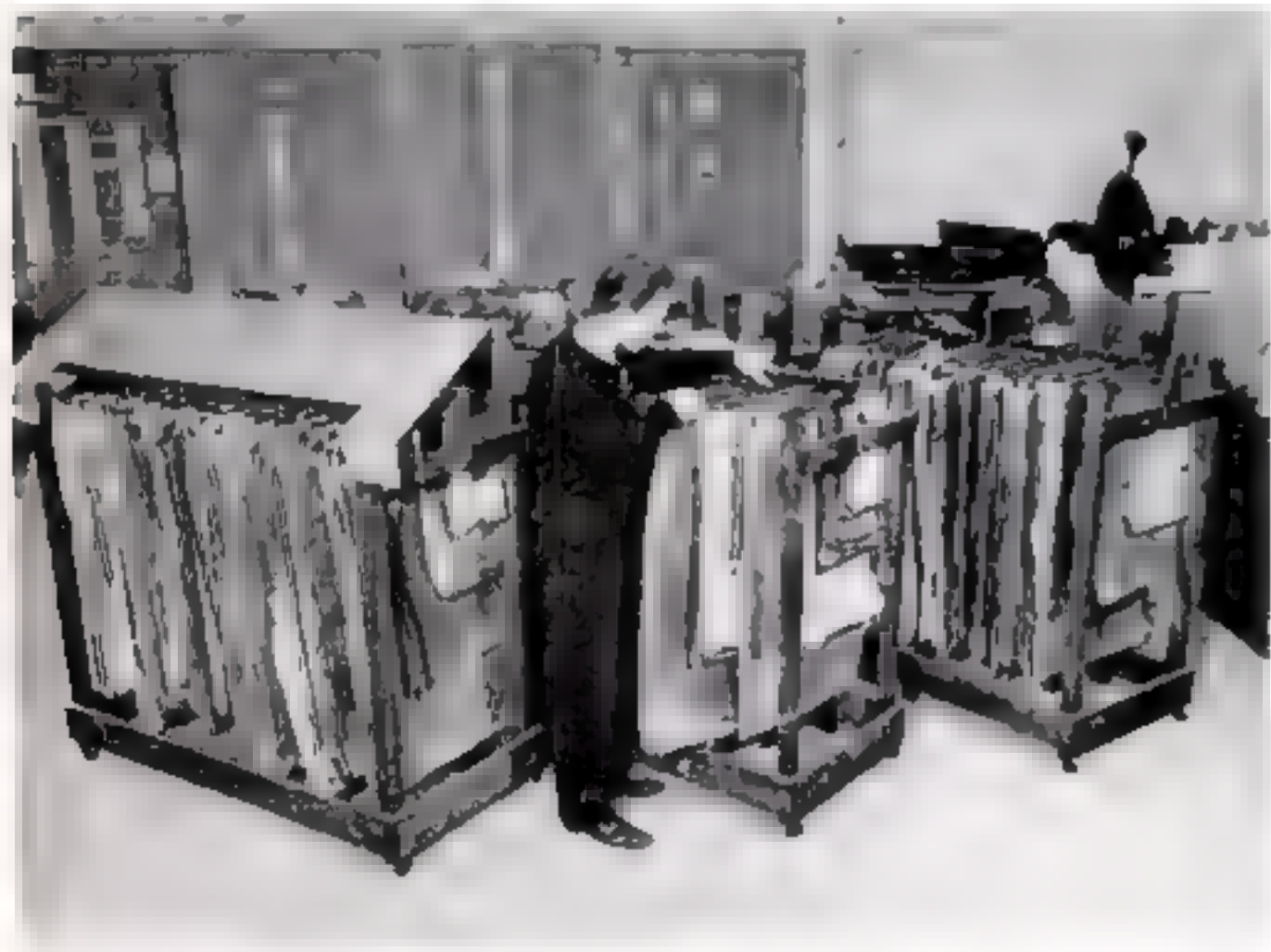
Temporary office was built behind clefboard walls right in the middle of the plant. Three-story administration building is now nearing completion east of the factory.



By early February, the external structure of the factory was almost completed. Animation shows how the assembly line will work. Materials will roll in on the railroad



fell deep on the plant, making working conditions miserable. In spite of cold hands and wet feet, workers did not complain, went right ahead with their important job.

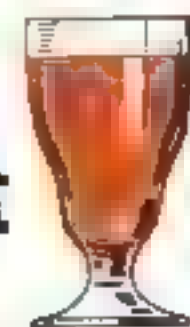


186 lbs. of blueprints, revised since Chrysler Pres. W. T. Keller brought them back from Army's Rock Island Arsenal, are basic designs from which tanks will be made.



(left) Tanks will roll out of door at the right. Inside, the railroad will run the whole length of the plant. The factory site occupies 113 acres of flatland north of Detroit.

You'll like yeast this new way



ROGER: You're flying high these days, even on the ground! Been eating yeast again?
PAT: No... drinking Fleischmann's Yeast in tomato juice... a delicious vitamin cocktail!



ROGER: You're right about that vitamin business. Authoritative reports say: "YEAST IS ONE OF THE RICHEST NATURAL SOURCES OF THE AMAZING VITAMIN B COMPLEX."
PAT: And here's more of the same... Yeast and raw liver are about the only really abundant, natural sources of the Vitamin B Complex... a group of the very vitamins that lots of us don't get enough of. Try my vitamin cocktail if you're one of them.



ROGER: Maybe I will. I used to eat yeast, and I never felt so swell in my whole life. But I didn't like the taste.
PAT: Taste? Say, in tomato juice, it tastes like oven-fresh bread! I drink it twice a day, and I stick with it, too. That's the way to get the full benefits of yeast. Why don't you buy a week's supply? It keeps perfectly in the refrigerator. Go ahead, and get a flying start on that flying-high feeling! Get these vitamins this natural way.



MASH... Take a cold cake of Fleischmann's Fresh Yeast and mash it in a dry glass with a fork.



STIR... Add a little cold tomato juice, milk or water. Stir till blended. Then fill glass. Stir again and



DRINK your yeast this delicious, easy way. It's quick, too. Whole business takes less than a minute!



**Fleischmann's
Fresh Yeast**

... one of the richest natural sources of the amazing Vitamin B Complex

Copyright, 1941
Standard Brands Incorporated



EACH WITH HIS THOUGHTS, CITIZENS AT ART INSTITUTE VIEW 'HAREM GIRLS' BY INGRES (OPPOSITE). ONE CRITIC IS MIRRORED IN THEIR MIDST



Jean Ingres, at the peak of his power, painted this self portrait at age of 85. He wears the sparkling Legion of Honor decoration given to him by Louis Napoleon in 1855.

PAINTINGS OF FRANCE

Magnificent show stops at Chicago on U. S. tour

Unquestionably the hit of Chicago's great show of French art held currently at its Art Institute is the Ingres masterpiece shown above and on the opposite page. Hanging under a spotlight, it has already attracted 100,000 Chicagoans who, like the citizens above, view it with reactions as varied as human nature itself. Artists openly admire Ingres' knowledge of composition and the human figure. The one common tribute paid to Ingres, and to the whole show, is that nobody is bored.

Chicago comes by its exhibit of 19th Century French art in roundabout ways. It was assembled two years ago from top French museums, shipped to South America as a gesture of goodwill, then nabbed by the appraisers' office in New York and declared frozen assets when France fell. Meanwhile Dr. Walter Heil, head of San Francisco's De Young Memorial Museum, got busy, negotiated with Vichy and the U.S. Government, finally snagged the show for San Francisco. This winter it was sent on to New York's Metropolitan Museum. Amplified now by 140 pictures not shown at the De Young or Metropolitan, it appears now in its fullest glory in Chicago.

Never has art raced through as many impressive phases as it did in 19th Century France. Freed by the French Revolution from court traditions, French artists flourished in their new individualism. In swift order they became Classicists, Romantics, Impressionists, post-Impressionists, Surrealists. Classicist Ingres perfected his clarity of style partly to meet the competition of newly invented photography. How well he succeeded is especially apparent in today's world of photography where Ingres so easily holds his own.



“TURKISH WOMEN AT THE BATH”

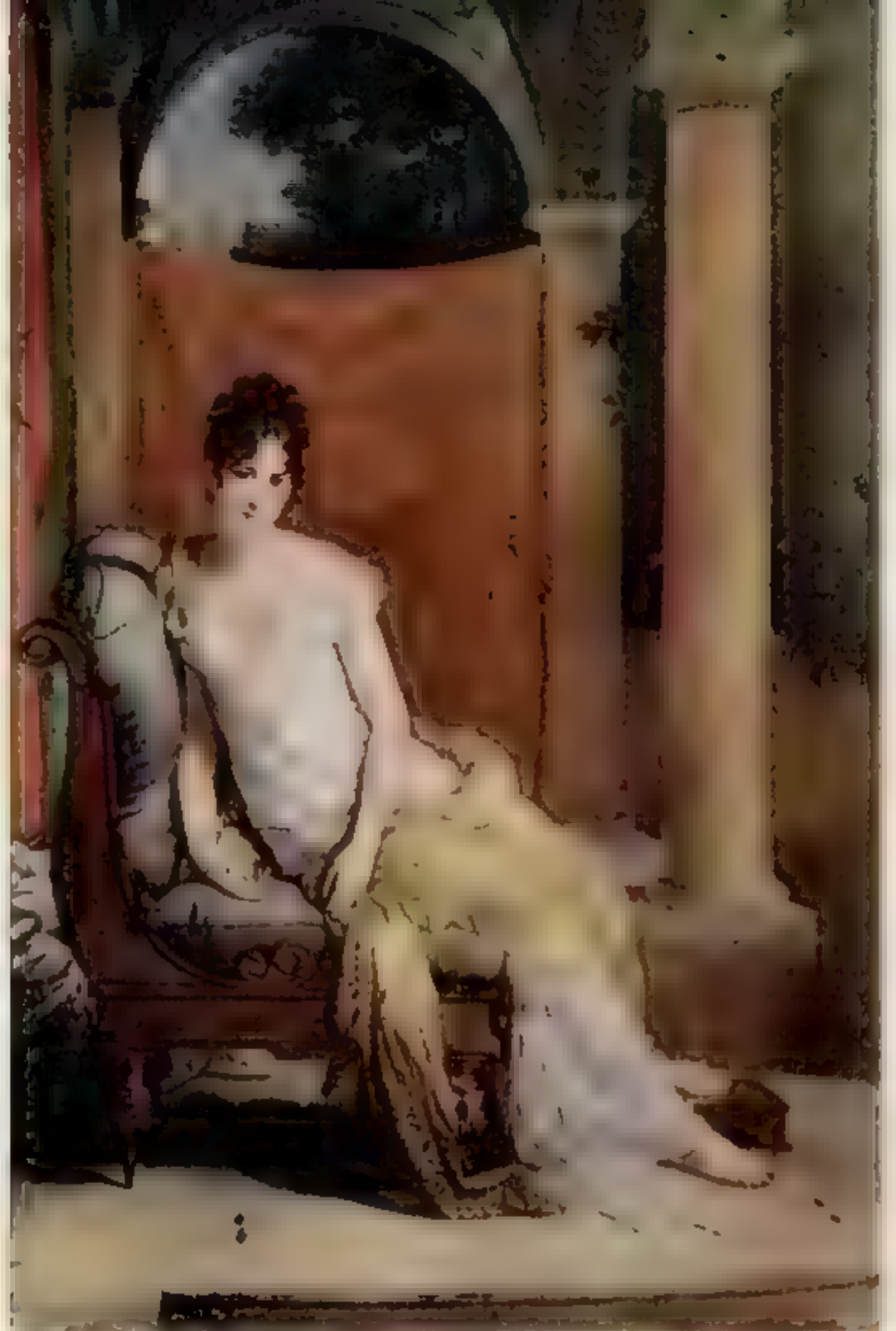
This generously detailed view of a Turkish harem is by a master French classicist of the last century. He was Jean Auguste Dominique Ingres, who at 82 capped a long career of painting cool nacreous nudes by doing this clutter of sultry houris for Prince Napoleon. Napoleon's wife refused to have it around, packed it back to Ingres. Subsequently it was sold to the more appreciative Turkish Ambassador, Khalil-Bey. Now it is owned by the Louvre Museum.

Ingres' painting was inspired by Lady Mary Wortley Montagu, most glamorous globe-trotter and letter-writer of her day. In 1717 Lady Mary went to Turkey, wrote fulsomely of her vis-

it to a harem tenanted by girls "lovely as angels." Here is her account that later ignited Ingres: *I was met at the door by two black eunuchs, who led me through a long gallery between two ranks of beautiful girls. I did not think all nature could have furnished such a scene of beauty . . . four of them immediately began to play some soft airs on instruments between a lute and a guitar, which they accompanied with their voices, while the others danced by turns. Nothing could be more artful . . . the tunes so soft!—the motion so languishing!—accompanied with pausing and dying eyes. I could not help fancying that I had been sometime in Muhomet's paradise.*



"Bonaparte at Battle of Arcola" was done by Antoine Gros at Napoleon's Italian campaign in 1796. While posing, Napoleon grew so restless, his wife Josephine had to hold him steady on her lap.



"Madame Récamier," painted by Jacques-Louis David in 1802, shows the French revolutionary leader's daughter in a more traditional, elegant setting. She gave parties to Prince Auguste, Prussian who won the war.

"COTTON MARKET IN NEW ORLEANS" IS BY FRENCHMAN EDGAR DEGAS WHO IN 1872 VISITED AMERICA WHERE HIS BROTHERS WERE COTTON MERCHANTS.





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ON PARK AVENUE**

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Lawrence Copley Thaw

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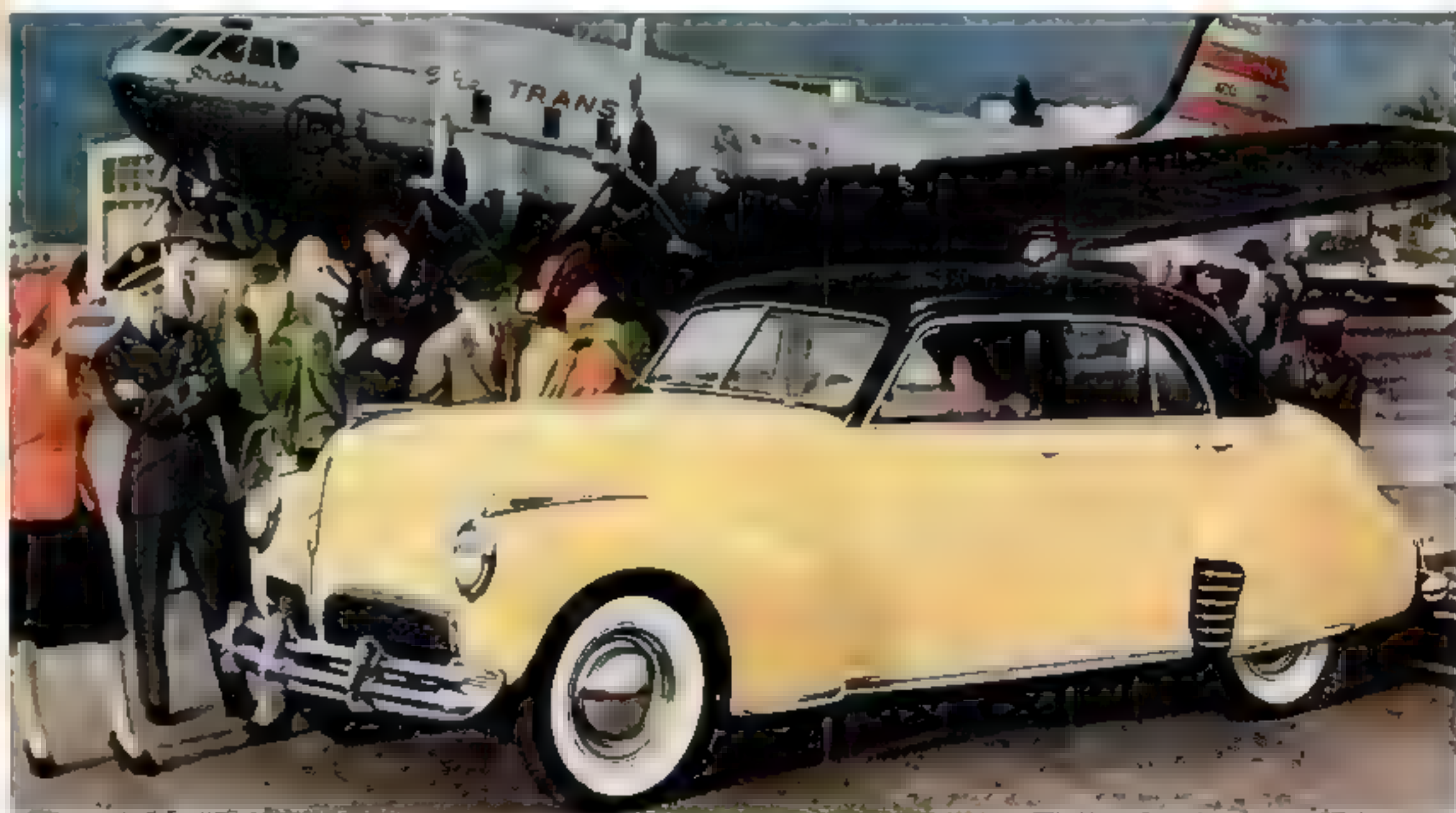
*Mrs. Thaw is pictured here with
Ayatou I, the Sultan of Garoua, Cameroons*

MRS. THAW says there's more than a suggestion of the effortless power and sure-footed tread of a lordly jungle creature in the clean-lined symmetry of her distinctive Studebaker.

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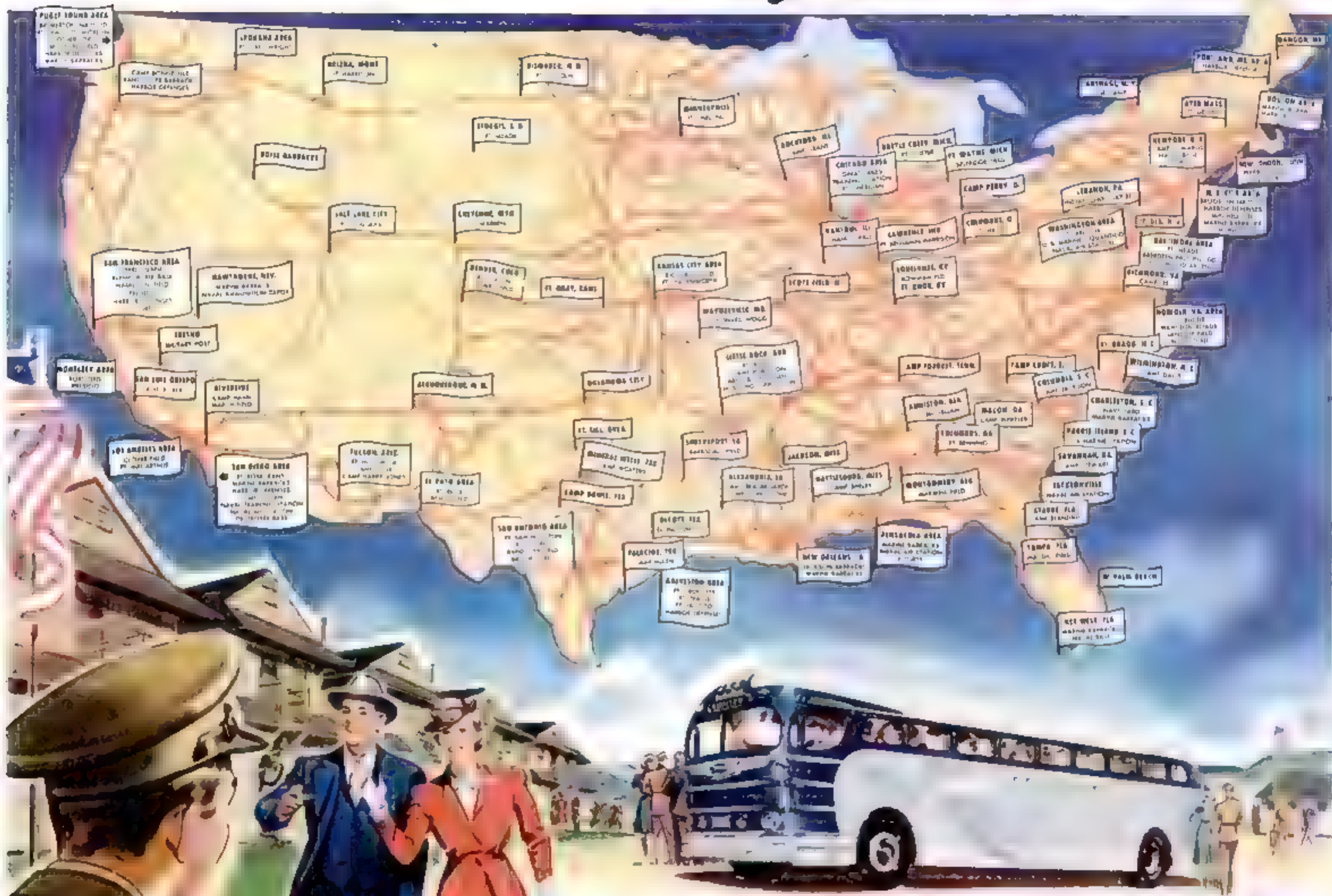
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Illustrated: Skyway Series President Eight Land Cruiser, \$1235 delivered at factory

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LISBON: EUROPE'S BOTTLENECK

by WILLIAM D. BAYLES

Once each week, as the ship from New York noses up to the cluttered, smelly quay at Lisbon, its passengers look down upon the stranded foreign colony of Europe's last free capital. Meeting boats and clippers has become a pastime in this city where everyone except the Portuguese—who don't count—is waiting to go somewhere else. On the dock are American businessmen, film experts, Red Cross directors, secretaries of legations, numerous Gestapo agents with saucer faces and badly cut German clothes, and a bevy of Japanese who bow back and forth with Japanese on the boat. Behind those with some excuse of business stand the Jewish refugees, head on head by the thousands, evidently come to see what kind of lunatic leaves the U. S. for a place as mad as Europe. In the far background are the patient, threadbare Portuguese, hoping to pick up a few *escudos* from the strangers who have overrun their pretty little country.

Lisbon is the "bottleneck of freedom," the funnel which both Britain and Germany have seen fit to keep open from Europe to the rest of the world. Here the great tide of refugees has piled up at Europe's western edge. They fill every room in Lisbon and overflow into the little villages outside.

The cream of the refugees, along with important travelers, stay at the Aviz, a gleaming white palace that was once the private home of a Portuguese grandee. They like the Aviz because it is free of Germans. The best suite, with sunken bath, has been occupied in turn by Ambassador Winant, the Duke of Alba and now King Carol. The rate—\$8 a day—is more than most Portuguese earn in a month. The personnel is distinctly snobbish and one day when I asked about a distinguished looking gentleman who had come into the lobby, I was told, "Oh, he is just a Portuguese." It is strictly taboo to ask anyone his nationality, destination or mission, but within two days you know all about everyone from gossip.

The Duke of Alba, the 62-year-old holder of one of Spain's most honored titles and lately Spanish Ambassador to Great Britain, arrived one afternoon while I was there. His features are mummified, as is customary with Spaniards who do not grow fat. He remained in his room until dinner, ate alone and while eating read *For Whom the Bell Tolls*, the novel about his bitter enemies, the Spanish Loyalists. The next morning I was having breakfast in the lounge when he came in, sat down across from me and said, "It is almost too lovely this morning for breakfast indoors." The waiter brought a pot of black coffee and he asked if it might be served at the same table. We talked for a while about Lisbon and I mentioned that I was going to London. He perked up immediately and said, "Most remarkable people, the British"—which, coming from the head of a family with the history of the Albas, was praise indeed. The Duke wore mourning for Alfonso. Every time he appeared in the lobby the clerks and bell-boys shouted in loud voices, "*El duque está aquí*" and gathered around him for a look. Being a noble Spaniard, he took no notice.

The German hangout de luxe is the Palacio Hotel in Estoril, which also has



Refugees sit all day in the Lisbon cafes reading the papers, sipping their drinks, swapping rumors, hatching little plots to get precious tickets on steamships and clippers to America.



The lucky few board ship. About 40,000 refugees in Lisbon want to come to the U. S. Some 200 are waiting for passage to Continental countries and 600 for seats on the London plane.



American Export Line office is crowded all day though it is sold out until February 1942 and has stopped bookings. Below: on sailing days a few hotel guests move out, new ones move in.



The city of Lisbon lies twelve miles up the Tagus River. The Praça do Comércio in the foreground is more commonly known by the name British sailors gave it, Black Horse Square.

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Figuring chart

Lisbon (continued)



The Hotel Aviz, Lisbon's best, displays the crest of the royal house of Aviz.



The Duke of Alba, its grandest resident, was Spanish Ambassador to England.

its quota of rich Jews, Englishmen, Americans waiting to go home and exiled European politicians. It is a big modern resort hotel down the Tagus River from Lisbon, with a barman who mixes the best Manhattan cocktails I have tasted in Europe, and chambermaids paid by various powers. Americans who have been to Rochester, Minn., say the Palacio reminds them of the Mayo Clinic because you can see on all the guests' faces that something is troubling them.

The Palacio is filled with Gestapo men, all in civilian clothes but painfully German in their movements. They might as well have worn uniforms because they had just come from a two-week vacation back home and were bronzed by Alpine sun. The Jews laugh about the German stupidity but I think it may all be part of Himmler's strategy of terror, for bronzed Prussians are much more fearsome than pale ones.

Biefurn, the Gestapo chief in Portugal, had just returned from Germany and his presence had an electrifying effect. When he walked into the casino he was greeted in German by the croupiers and flunkies and then by his agents who left their tables to pump his hand. It was all perfectly open but, when I moved nearer, Biefurn glared and moved away.

Meeting with the secret Policia

Portugal's secret *Policia* is supposed to be working with the Gestapo. It tries to get all foreign passports for examinations, but I was warned not to give mine up because they are rarely returned. One evening I went into my hotel bedroom and ran smack into a man snooping among my things. The fellow refused to answer my questions and sauntered out nonchalantly as if it were all part of the job. I learned he was one of the *Policia*.

The newspaper and propaganda setup in Lisbon is obviously controlled by the Germans. The fronts of the news shops look like those of Berlin or Frankfurt, with every important German daily and most of them only a day old. A few shops display fortnight-old copies of London papers, but very few. One day I happened to be standing in front of one of these shops, reading the headlines of the *London Times* and *Daily Mail*, when a German came by. He barged into the shop and angrily asked the proprietor why he displayed English papers. The proprietor meekly went out and took them down.

While I was in Lisbon an order went out to suppress 40% of all British news in the Portuguese papers. Up to then the British had been getting a pretty good break in headlines, but overnight everything swung to the Axis. The British Embassy said it was a reprisal against the British for censoring mail carried from the Portuguese colonies to the mother country. Most foreigners thought it was further kneeling to Nazi pressure.

The British in Lisbon are the type that give rise to doubts regarding the Empire's ability to take it. They sit around in Estoril or Lisbon telling in high-pitched voices of their departure from London: "My deah, it was too, too dreadful. You simply can't imagine how glad I was to get away." Many of those rejoicing in their escape were men of military age who should have been carrying a rifle or chucking shells into an ack-ack gun. Some of the hard-working British diplomats remarked that they would probably be of no use if they were home, but they give the world a bad picture of Britain.

Another Englishman I met was a member of a British commercial mission returning from South America. He seemed less worried about Hitler's armies than about American business competition in South America. He kept assuring me that our dirty tactics of utilizing Britain's present predicament to cop her markets would not get us anywhere.

CONTINUED ON PAGE 22

Salute to Safety



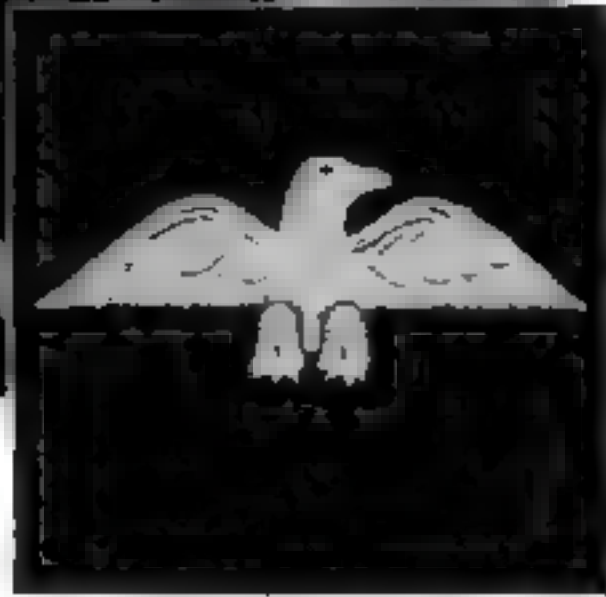
THREE BIG GUNS! Not one or two, but three big guns in each turret! That's what the U. S. Navy's battleships rely on for safety. And for your safety's sake each Fisk Safti-Flight tire with its Safety Stripe tread has not one, or two, but *three big safety features*: a quicker-stopping, non-skid tread; a tougher, heat-resisting carcass; a smooth-as-flying, cushioned ride that gives you more safe miles!



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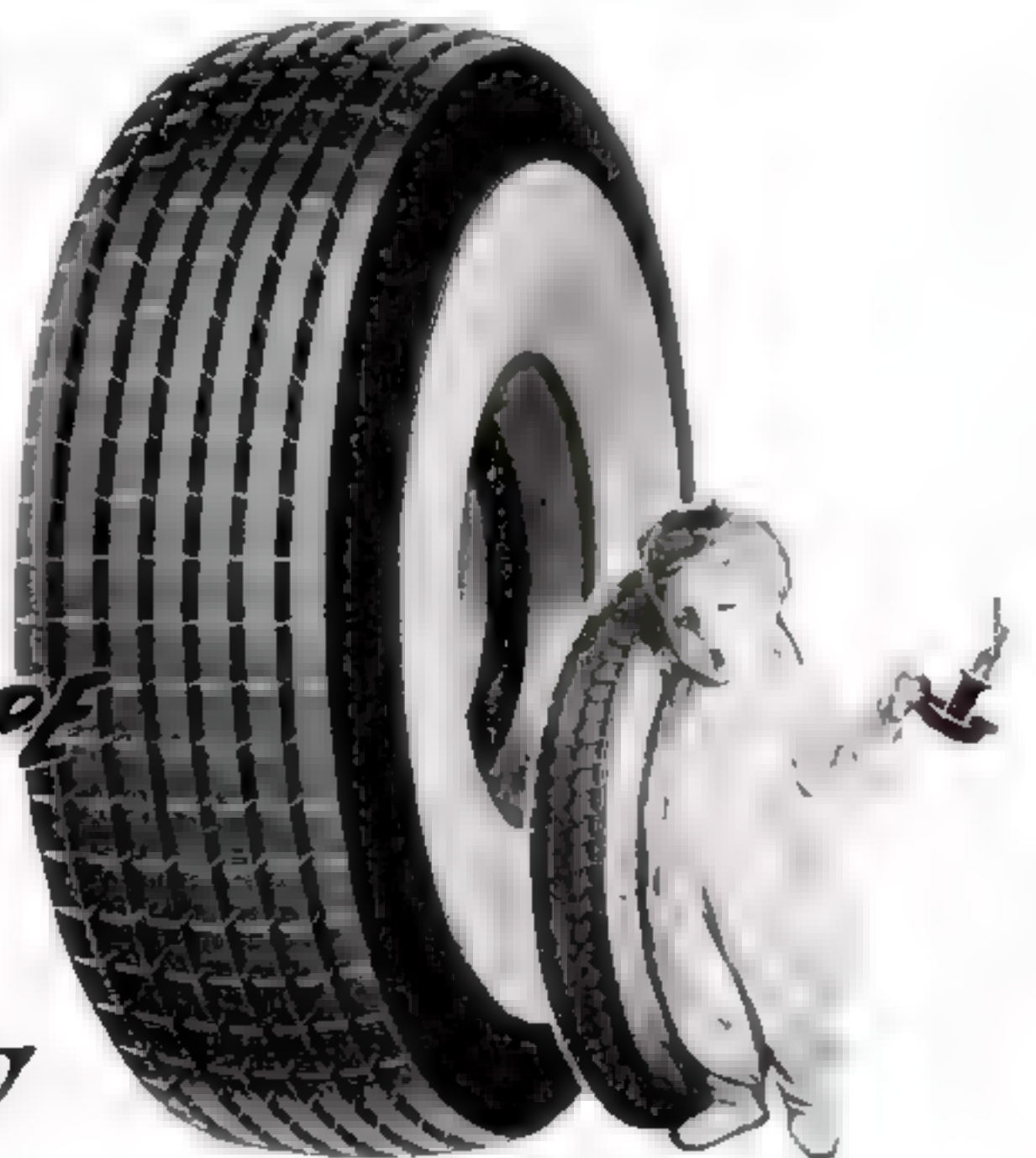


EXTRA PROTECTION against blowouts and ply separation due to internal heat is provided by Fisk's high-strength, anti-friction cotton cords which are Safti-Sealed in pure latex to resist friction-heat. (The Safti-Flight Super Rayon tire, at extra cost, runs even cooler, gives greater blowout protection—especially at high speeds.)



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ETHYL GASOLINE CORPORATION, NEW YORK CITY

Lisbon (continued)



Ads in Lisbon papers in Portuguese, English, French and Spanish reflect the problems of refugees. Many offer cars, fur coats and jewelry for sale. Others want to buy or sell tickets on ships and planes leaving Portugal. A theater wants showgirls, a store wants refugee models. Language lessons are offered and sought. One young man wishes to meet foreign lady who speaks English and will go out for night rides."

The Estoril casino is the last great gambling house in Europe still running unrestricted. You can place bets as low as \$1 and the house takes only 5% of the money. You see few Portuguese there but almost every other nationality. More than half the gamblers are Jewish and I'm told that several have done so well that they have given up all thought of leaving for America. I don't know where these refugees get all their money but they have it and some are willing to lend it at rates of interest of 30% and better.

The great majority of the refugees are Jews of various degrees of wealth, but Cintra, about 15 miles from Lisbon, contains a group of about 600 Americans from France. They are ex-soldiers from 1918 who remained in France, married French girls and became French in all but name. They were not men of money but mostly day workers who probably moved in with the wife's family, got a job in some factory and were willing to remain in any country that provided work. Most of them have practically forgotten English. As a result of the war and ensuing privation, they were excluded from welfare and privileges because of their alien status. Finally the American Embassy evacuated a large group of them, and is now maintaining them at Cintra, a former summer resort of Portuguese and Spanish aristocracy, until transportation can be arranged for them. Many of them have large French families and all seem to have fared rather badly during the past 20 years. The one or two I spoke with were not hopeful about the future in America and were dreading having to face it in a new country.

Portugal is upset by uninvited guests

The Portuguese people look upon their hordes of uninvited guests with a kind of sad and timid wonderment. They are much too polite and kindly to protest, but they have been deeply shocked by some of the crass modern intrusions upon their ancient, slumbering culture. The foreign women parade Lisbon's decorous Rossio in slacks, drunk standing at street bars where none but men stood before, and go out at night alone or without hats, which in Lisbon is the age-old mark of the prostitute.

Portugal, so long tucked away in a corner of Europe, has been living deep in the past. Her day of glory, when her explorers claimed half the new world, was brilliant but pitifully brief. Vasco da Gama is still the great popular hero and you can buy paper-backed adventure stories written a few months ago about his exploits in 1497.

At a luncheon in Cintra Palace one day, I sat next to an austere old lady in black who might have posed for Velasquez. In a somber room filled with dark portraits, we sat on high-backed chairs of black worked leather and ate off porcelain plates with family crests. The old lady talked about one Don Oliveira de la Barca who, she said, had greatly improved conditions in Cintra. He had modernized the aqueduct, regulated the distribution of water for irrigation and worked with the central government on a general health project. Don Oliveira sounded like the most progressive person I had heard of in Portugal and I was about to remark that the nation was lucky to have him when the lady said, "Those two towers you can see on the west wing of the palace were built by his grandson." The towers, I realized with a shock, were early 17th Century, if not before. This patrician lady in black lace and I had spent an hour

CONTINUED ON PAGE 35

"Mama, why can't I have Bosco in it?"



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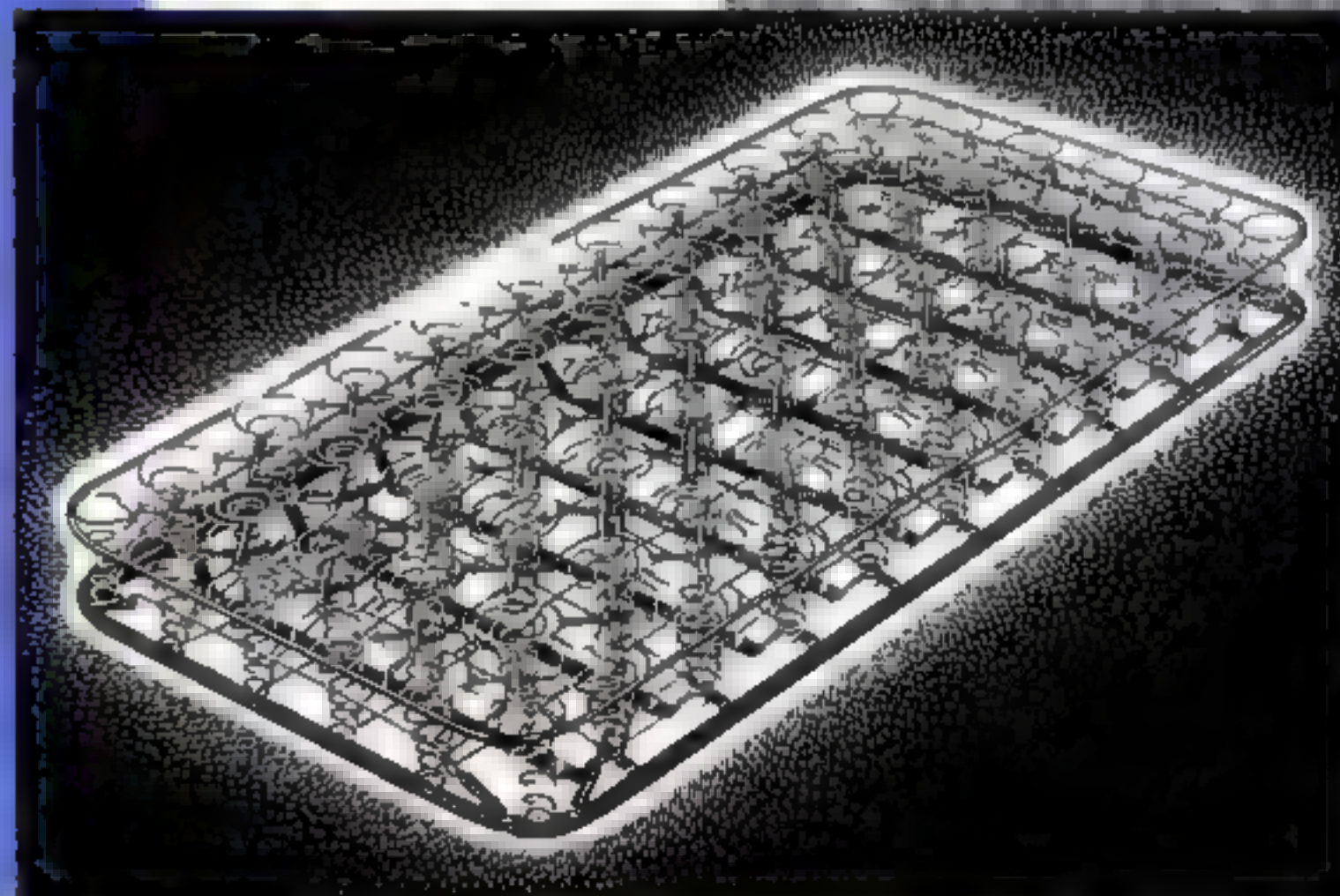
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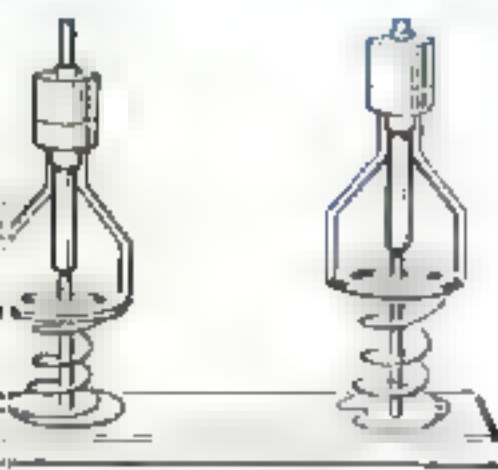
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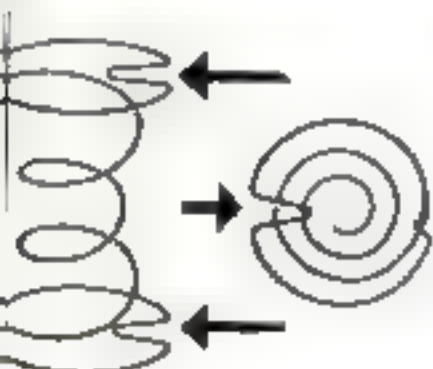
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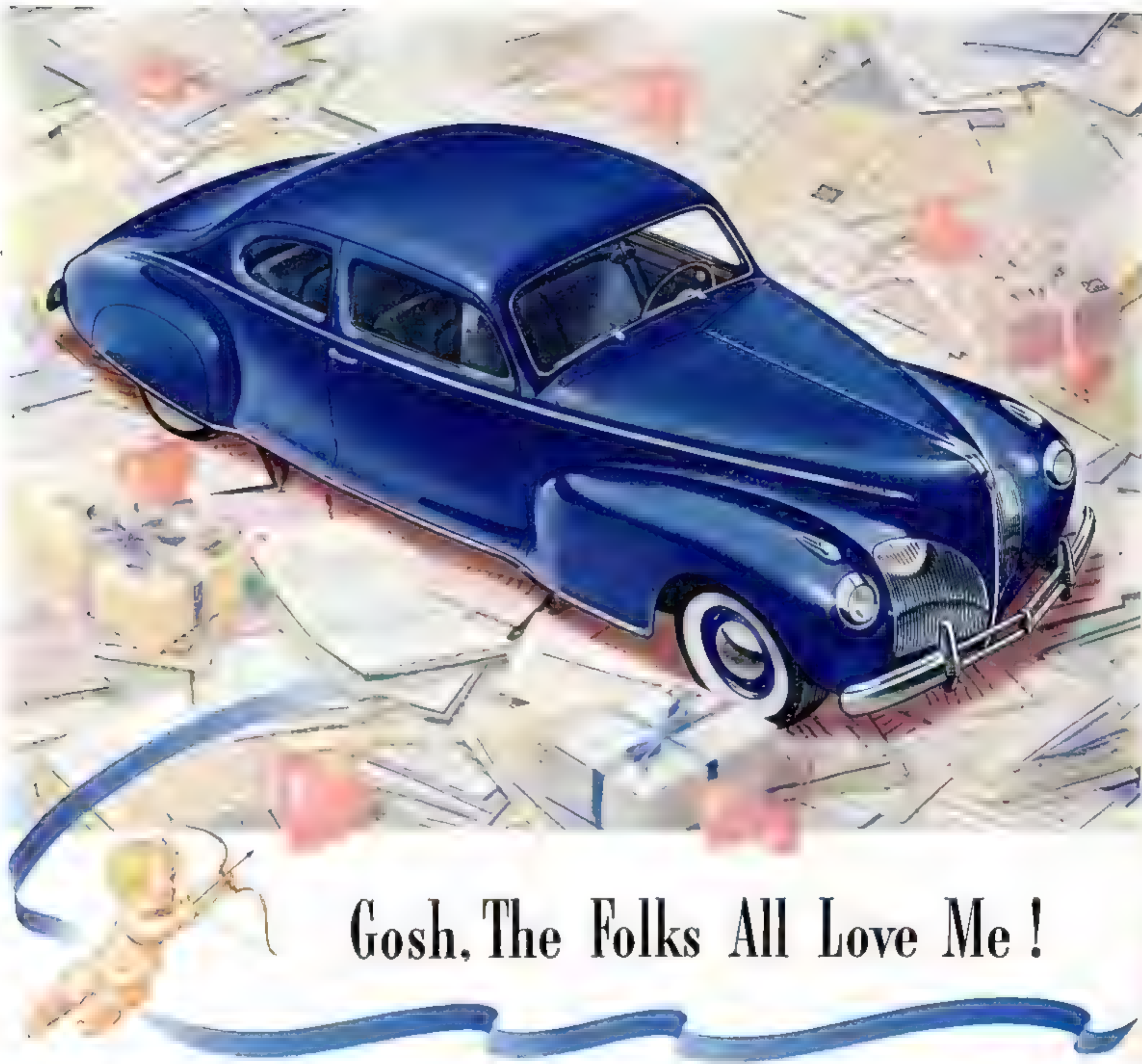
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LINCOLN

Zephyr V-12



Europe's only beach resort still crowded as ever is Estoril, 15 miles down the Tagus River from Lisbon. Here wealthy refugees swim, sunbathe and gamble in the casino.

discussing as current news a man who had been dead at least 400 years.

The same afternoon we went to a monastery to see the Portuguese kings, all of them pickled in brine and quite interesting to persons with strong stomachs and insensitive olfactory glands. Some of the kings went back to the 15th Century and I had a suspicion that several had spent a neglectful century some time back without sufficient brine to cover them. But they were all well immersed when I saw them and each was laid out neatly in his white stone trough. The Portuguese talked with us delicately about the virtues of each pickled monarch.

The only time the Portuguese get a break is when they die. Then they get a ride in a hearse that looks like a Victorian jewel box on wheels, encrusted with carved gilt garlands and topped by a big gilt crown. As the hearse bumps over Lisbon's cobbled streets, the crown wobbles insanely, like a tipsy king with his crown a-totter. The sides and back of the hearse are of glass because no Portuguese would want to ride in such state without being seen, even though dead. In one hearse I saw a casket with glass panels. The corpse, a dark, bald man with a sharp mustache, jounced and rolled in rhythm with the crown on the top of the hearse, and as traffic stopped he looked at me from his splendid equipage with an expression that seemed haughty. I was in a mere puddle-jumper Fiat taxicab that cost 4¢ a kilometer.

For all its meager living, Portugal is well off compared to its neighbor, Spain. One story, told me by Dr. J. H. Janney of the Rockefeller Institute, will illustrate the fearful plight of that miserable country. Dr. Janney told of sitting in a wineshop in Seville. Near him sat several paunchy Spaniards, eating *langostas*, a kind of small lobster. The Spanish system of eating *langostas* is to tear off the head, chew up the rest of the creature, then spit out the hard shells and feet. As the fat Spaniards ate, a little band of ragged children stood along the curb watching them. They were in such a state of malnutrition that Dr. Janney marveled they could still move about. Indeed some of them were so weak they sat on the curb or sprawled on all fours. Each one kept his eyes fixed on the men eating *langostas* and every time one of them threw aside a head or spat out a mouthful of chewed shells, the whole pack of children scrambled in among the tables like dogs or sparrows to snatch it up. The eaters seemed not to mind this drama of starvation but occasionally would toss a whole *langostas* to the curb and laugh as the children fought for it.

Dr. Janney made a close study of a group of 600 children and found all but 50 in an acute stage of malnutrition, that is, a state which borders on actual starvation and injures the body permanently.

The Europeans see a dark and violent future

The general attitude of the foreigners in Lisbon can be summed up as one of stark pessimism and conviction that powerful forces are just being released in Europe. They regard Hitler and his gang as temporary upstarts who will have little to do with the solution of the whole problem. People are convinced that a revolution of tremendous proportions is just beginning. Hitler and Mussolini are merely the rabble that have walked into an abandoned palace and are doing a bit of personal looting before the great mass of the peasantry and workers come and take over the whole thing. I did not hear anyone except Germans express confidence in Germany, and the Europeans laugh at the idea that Hitler will win the war. But on the other hand they don't think that England will win a victory in the sense that we can all chalk up one for the Empire. They think that before there is again peace the conflict will be so great and confused that people will merely remember Hitler as the little fellow who started it all.

No one would even hazard a guess on the eventual outcome. Several

CONTINUED ON NEXT PAGE

The Vanishing American



AMERICAN WOMEN SPEND \$675,000,000 on beauty every year. Part goes for face, hair, nails. The rest is spent on making figures finer with treatments and exercise. Improving figures *that way* is long and costly! Streamlining with Munsingwear foundation garments is the easier way to improve figures instantly!



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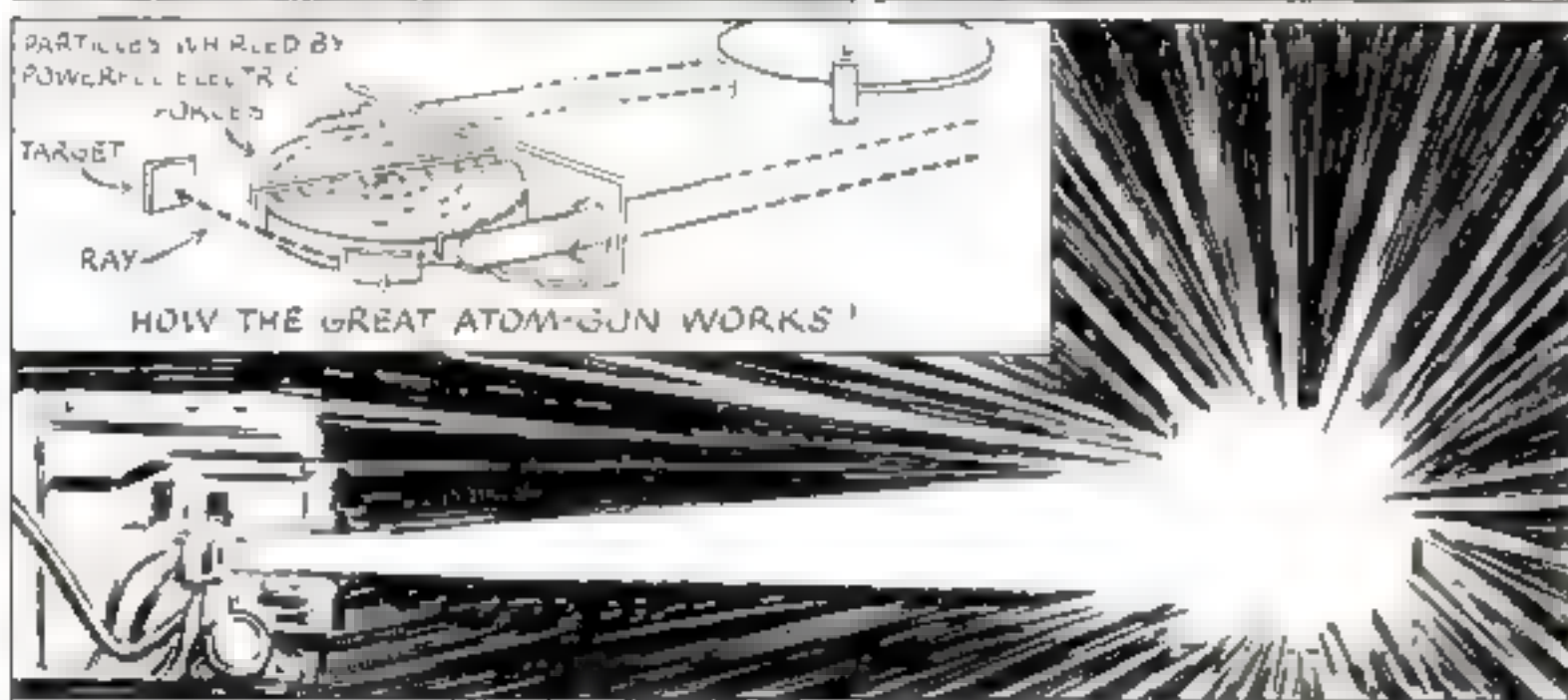
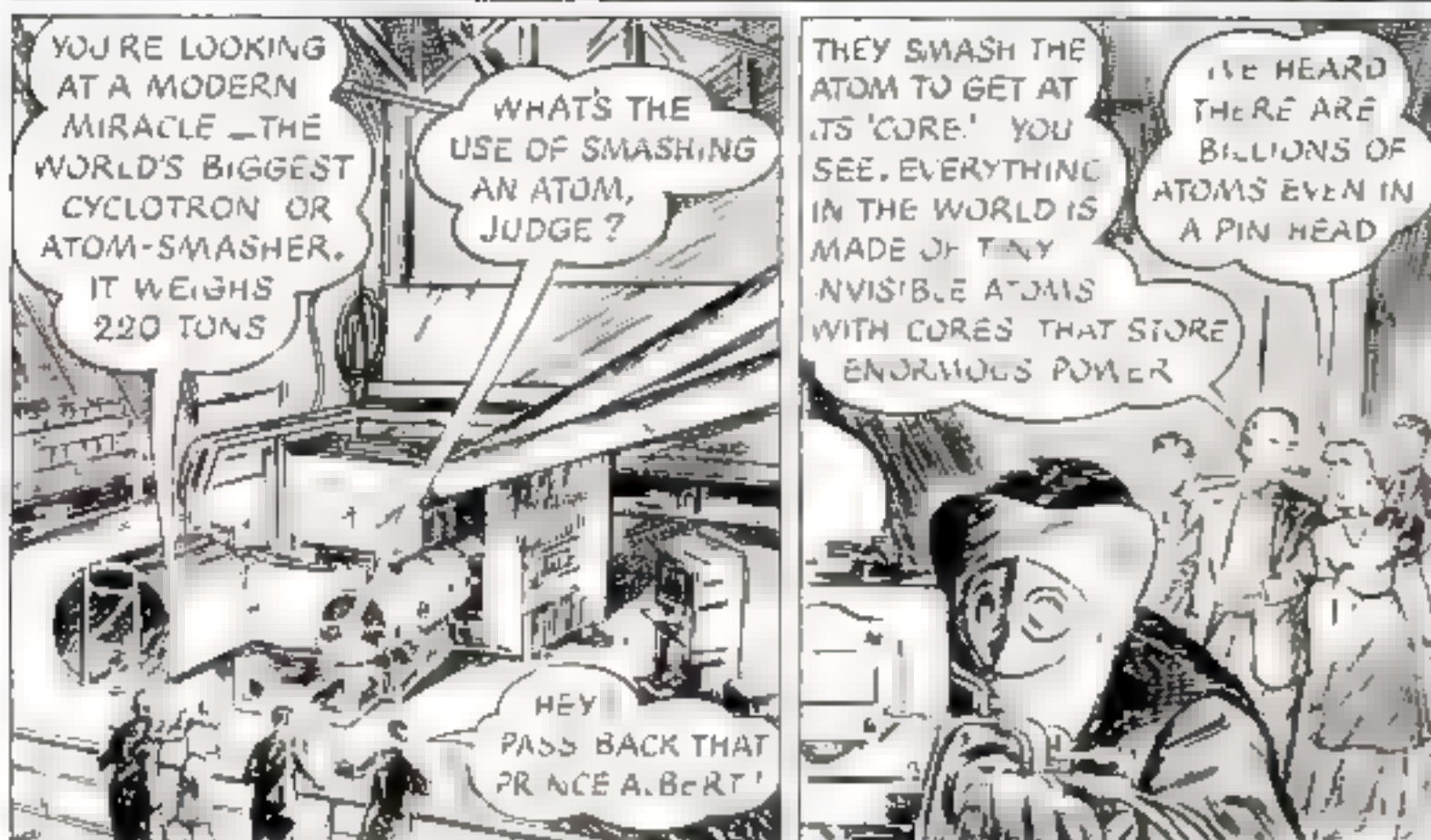
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IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

86 DEGREES COOLER

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED — COOLEST OF ALL!



Lisbon (continued)



The palace at Sintra was the summer residence of Portugal's kings. No. 1 tourist spot of Portugal, it overlooks the Atlantic on a mountain top 15 miles from Lisbon.

thought that Hitler would not last much longer in Germany because the pressure is piling up too much throughout Europe and for the moment it is concentrated on him. Each defeated, hungry country regards Hitler as chiefly to blame for its misery and for this reason all his efforts at reconstruction and stabilization are nullified by hatred and determination not to co-operate. A Frenchman said that the difference between Hitler and Napoleon was merely one of timing. Napoleon rode the crest of a revolution and was able to stabilize the countries he conquered. He even had their collaboration within a few months of his victories. Adolf got going too soon and is therefore bound to be engulfed when the real revolutionary movement gets under way. When speaking of him, Frenchmen and Belgians generally said "poor Hitler," with no malice in their voices.

Surprising to me was the attitude of the two Poles who were waiting for passage to America to work with the Inter-Allied Information Center. They were both of the aristocracy, which probably explains it. They hated Germany but were ardent admirers of Fascism and Hitler. They thought that his idea was absolutely correct. The only trouble seemed to be that it was in the hands of the wrong nation. They thought that the Slavs were the super-race of Europe and said that, as soon as the war was won, Poland would assume her rightful place and put all the other nations in theirs.

But on the whole, the dark pessimism in the minds of Europeans makes you think of the general attitude that must have existed in the Middle Ages. That was a time of spooks, imagined fears and a future filled with vague terror. So, in this age, you feel that the Belgians and French, the Spaniards and even the British are afraid of some occult spirit which will suddenly break out upon the world and which no one has learned to control.

This was the trend of feeling among the Europeans of all nationalities that I met in Lisbon. It was not the feeling of Americans. When Europeans talk about Americans you can see in their eyes the quiet, pitying contempt of people who have been playing a game for a long time and know they cannot win, for those who are feverishly warming up.



A Portuguese funeral carriage rattles over Lisbon's cobbled streets behind hooded horses. A sad and strongly Catholic people, the Portuguese love grand funerals.



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A MINERAL WATER TANG MAKES"



Long, long before you get to the bottom of a highball mixed with White Rock...you realize that this pure natural mineral water makes a world of difference. Makes your drink more sparkling—far better tasting. And the natural mineral salts in White Rock tend to counteract acidity. Make your drinks keener tonight... get you up keener tomorrow. Add zest to your cool gin drinks. Order White Rock.



HINT TO MOTHERS: At your parties serve youngsters grape, orange and other fruit juices mixed with White Rock. They're healthful... delicious. For free booklet giving helpful hints on entertaining in the home, write White Rock, 1 Park Ave., New York.

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One Millionth

Hotpoint Electric Range



THE ARISTOCRAT, Hotpoint's Millionth Electric Range

A Million Homes Have Found A Better Way To Cook

IT may come as real news that a single manufacturer has produced One Million Electric Ranges. Certainly it will surprise those who still consider the electric range a luxury.

BUT Hotpoint's million electric ranges were not purchased as luxury items. They were the choice of money-smart women who sought a *cleaner, better, easier way to cook*.

It is gratifying to have pioneered this essential improvement in the living standards of a nation. We thank the million women who believe with us that

electricity is the truly clean and modern method for cooking as well as lighting.

TODAY'S Hotpoint Electric Ranges set a new high standard of convenience and dependability. Food starts to cook in less than half a minute. Calrod Hi-Speed units provide five measured heats to suit every kind of cooking. Such features as all-porcelain enamel finish, flavor-seal oven and thrift cooker may be had in models that sell as low as \$89.95 at the factory.

As Hotpoint begins production on its *second million* electric ranges we are able, because of the rich

fund of manufacturing experience and skill, to lower prices and give greater values than ever before. This will bring the convenience and cleanliness of electric cooking into more millions of homes.

To commemorate this great event, replicas of the Aristocrat, Hotpoint's Millionth Electric Range, are now on display throughout the country in stores where electric appliances are sold. Be sure to see these beautiful new ranges. Discover how completely Hotpoint has provided a *cleaner, better, easier way to cook automatically*. Learn why a million women have bought Hotpoint Electric Ranges.

Eaton General Electric Appliance Co., Inc., 3685 W. Taylor St., Chicago

ELECTRIC

Hotpoint

RANGES



IN MID-FLIGHT BETTY MAKES A TURN DOING THE BUTTERFLY, A SPECIALTY WITH GIRL ACROBATS. BATON SHE WORKS WITH IN SHOW IS 35 IN. LONG, WEIGHS 15 OZ.



BETTY ATKINSON IS PIONEER DRUM MAJORETTE

CALIFORNIA BATON TWIRLER FEATURED IN ICE REVUE

The only show in New York besides the circus to feature a baton twirler is the second edition of *It Happens On Ice*, currently playing at Radio City's Center Theater. She is pretty 18-year-old Betty Atkinson from California, who appears in eight performances a week and helps to make *It Happens On Ice* the only show ever to make money for Rockefeller's white elephant.

When she was 13, Betty learned to twirl a baton in Long Beach from Fred Sincok who claims to have taught more than 1,000 girls to be drum majorettes. She studied with him six weeks, learned all he had to teach. He calls her the pioneer majorette. In the five

years she has been a twirler, she has performed at three Rose Bowl games, three national American Legion conventions, one national Shrine convention, one national Elks convention, more than 300 civic parades, and with many name orchestras. She rarely gets paid for civic parades, but she made over \$5,000 last year.

Betty's baton is hollow steel studded with rhinestones. She can twirl it continuously throughout a 5-mile parade with but a few breathing spells. She holds it 1½ in. off center for balance. Longest baton she has ever performed with was 5 ft. "I can twirl anything," she says, "a tennis racquet, a golf stick or lamppost."

FOR BUTTERFLY SHE TAKES OFF FROM RIGHT FOOT



TURNING CLOCKWISE, SHE REACHES HIGHEST POINT



BETTY IS READY TO LAND AFTER A COMPLETE TURN



CLOWN SAYS, "Fingernail Test no joke!"



IT'S S'POSED TO BE FUNNY when a girl pits a clown for a lion tamer. But my pal the Strong Man don't laugh. "It ain't love," he claims, "it's that loose dandruff!" I tried the Fingernail Test. My scalp was gummy as circus mud!



HE HANDS ME A BOTTLE of Wildroot-with-Oil. "The old Wildroot formula," he says, "that's been chasing dandruff scales for 30 years, plus pure vegetable oil that grooms hair without greasing the scalp. Try it. It feels swell!"



WHAT DO YOU KNOW! This Wildroot-with-Oil is the goods! Its safe, powerful "3-Action" cleans as it grooms. Keeps my hair neatly dressed, and so clean Estelle can run her fingers through it as-y time she wants to!

**INTRODUCTORY BARGAIN
GIANT SIZE...FULL PINT**
(60% larger than regular \$1 size).

~~\$1.35~~ **89¢**

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Get this bargain today! If dealer's stock is exhausted, send 89¢ to Wildroot Co., 300 N. Y. Street, New York 100.

Wildroot Regular Formula, used by millions who prefer a non-oily tonic, also on sale everywhere!

PRICE 32.35

PROFESSIONAL APPLICATIONS AT BARBERS.

PITCH-BATON SERIES



(E)



(F)



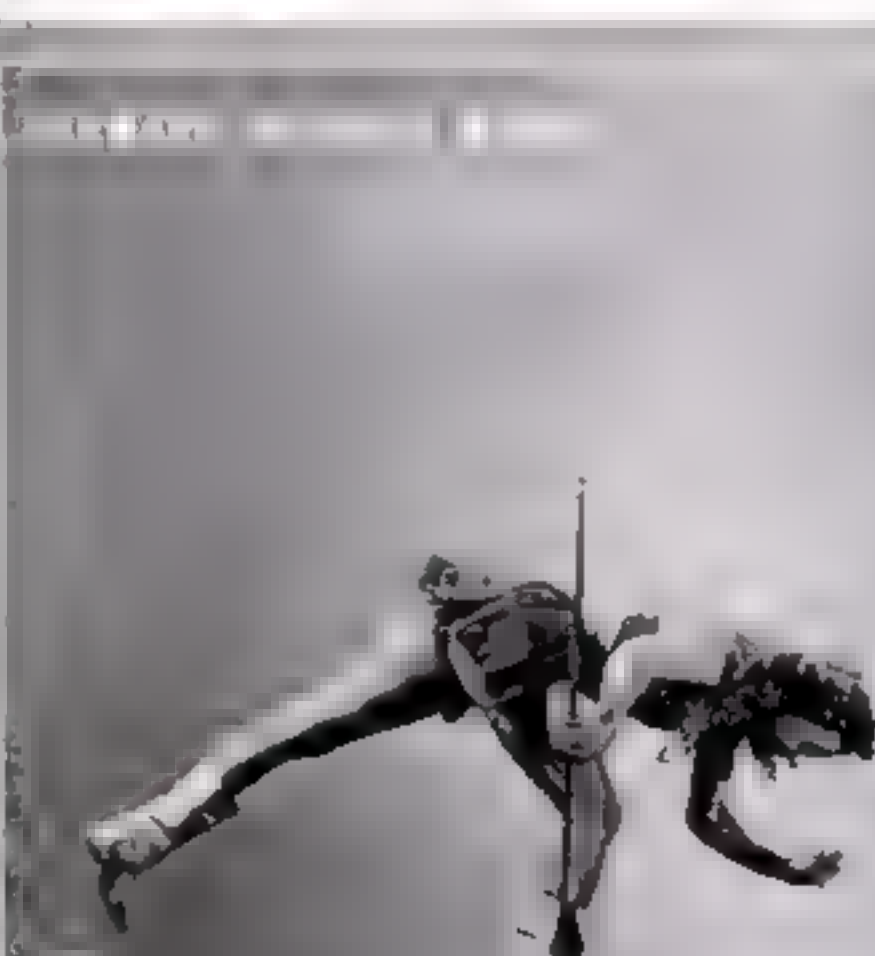
(G)



(H)

"Two-handed molinel" starts pitch under leg. This means she twirls baton with hands instead of fingers. She pitches under right

leg with left hand, catches it with right. Betty has three-finger twirl which she claims is faster, more efficient than any other.



(I)



(J)



(K)



(L)

Her legs in perfect split, Betty here does a "forward without hands." In this trick, baton is twirled with wrist motion. Betty

has a scholarship to U. S. C. which she intends to use if there is a lull in show business. She wants to study art and music.

BIG NEWS

THIS YEAR THERE'S A REAL IMPROVEMENT IN GOLF BALLS! IT'S THE NEW U. S. ROYAL WITH THE OIL CUSHIONED CENTER!



LET'S NOT WASTE A SECOND... let's get right into the middle of the biggest golf story you'll read this year. The story of a brand new ball with a brand new feature that's putting a brand new kick into the grand old game.

And here's the inside on the new golf ball that's just been hatched. After years of

incubation in U.S. Rubber's great research laboratories a new kind of center, an *oil cushioned center*, has been developed that transmits to the ball a larger proportion of club-head-energy than has ever before been possible. And what does that mean to you? It means you'll be getting maximum distance off the tee, it means your brassie and iron shots are going to s-t-r-e-t-c-h out and away towards the green. But distance is only one benefit this ball with the new *oil cushioned center* is going to give your game.

Now, you've got a ball without a wobble. A *balanced* ball that flies true and putts true because it has a true center that stays true. A ball with *controllability*, a ball

that goes where you want it to go without waver or wobble.

And as a dividend this new, livelier *oil cushioned center* is stronger, longer-lasting... adding materially to the ruggedness of your ball and thus increasing its useful life. And that's why we sincerely believe you will find the new U. S. Royal golf ball with the *oil cushioned center* has the finest click and feel of any ball you've ever played. Yes, you'll want to try this new U. S. Royal with its amazing new *oil cushioned center*. And you'll want it the first time you play this year. So, why not have your Pro reserve a dozen of these 75-cent balls for you... now?



TRUE BLUE U. S. Royal
For Championship and
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THREE STAR U. S. Royal
All the new features of the True
Blue plus still greater durability

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With Cadwell-Gear Cover for extra durability—look for it on the ball

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THE R.A.F. PATROLS
SUEZ CANAL AS IT
CUTS AT SEA LEVEL
THROUGH THE DESERT



PORT SAID'S DOCKS, ARMY AND NAVY BASES AND FLESHPOTS STAND AT MEDITERRANEAN END OF SUEZ CANAL. ENGINEERS LAID OUT THIS PORT IN 1859. MEDITERRANEAN IS AT RIGHT

EAST OF SUEZ

NAZI OBJECTIVES POINT TOWARD CANAL AND OIL

With German troops in Egypt (see p. 31), it was time to look east to see what Hitler wanted and what the British Empire might be forced to surrender. On the following pages LIFE looks at this remote world beyond Suez, where the God is Allah and the deserts moan with terrible and majestic memories.

The two modern realities that Hitler wants here are: 1) domination of the Suez Canal to cut Britain out of the eastern Mediterranean, and 2) the oil of Iraq and Iran (see map). Beyond that the dreams grow mammoth—India, the Indian Ocean, Africa.

But beside the Nazi troopers on the Egyptian border stand some celebrated ghosts. There stood Alexander the Great, who marched out of Macedonia and conquered all the world he could reach. When he came this way, this was the center of the world, populous and powerful. This way came also Napoleon 2,000 years later when these lands were a barren dead end, important only to archeologists, strategists and Mohammed. But his army was marooned in Egypt by the British Navy. Now comes Hitler to try his luck at winning the title of "the Great" in the ancient arena.



Actual German advance (black arrows) may carry on along dotted lines. First objectives are to cut Suez Canal and drive

British Navy out of Alexandria. Next objectives are Iraq and Iran oil fields. With luck, this part of campaign should take

two months. Beyond that, six months more might take Hitler to the gates of India. All this runs counter to Russian dreams.

EGYPT: KEY TO EAST

BRITISH BASE AT ALEXANDRIA

HOLDS EASTERN MEDITERRANEAN

Egypt boils down to just two spots for the British: the Suez Canal exit to the world and the British naval base at Alexandria. The latter is shown at right. Today the Eastern Mediterranean Fleet of the Royal Navy makes its home in the center of the drawing. Some ships take on coal at the fishhook-shaped dock, some oil just to the right of it, other supplies farther to the right. Weapons are loaded at the cross-shaped Arsenal Quay to left of coal dock. When the Fleet comes home from action, crippled ships put into Alexandria's only drydock, the Gabbari, among oil tanks at right of fishhook. Transports for Greece put out from the Arsenal Quay. Supply ships for Greece load at all the harbor docks, fed by a skein of railways and echoing rows of warehouses. Scaplanes, back from bombing and reconnaissance operations, alight at base left of naval anchorage. There is an endless buzz and commotion among all the ships—signaling, painting, refitting, launches taking men ashore and officers visiting from ship to ship. The flag of every non-Axis nation with a merchant marine flaps in the swiffling Mediterranean breeze. And of course submarine nets guard every entrance.

The great three-sided building on the peninsula in the foreground is King Farouk's Palace of Ras el Tin (meaning "promontory of figs"), whose back windows look out on the seaplane base. The disused harem is at the rear end. In the foreground is the great Ras el Tin lighthouse. The oval at upper left is the treacherous Eastern Harbor, used only by native feluccas and fishing boats. Along its shore are the great hotels and behind them the heart of the city, largely built on an artificial isthmus. In the far distance is Lake Maryut, which dried up in the Middle Ages and was opened up to the sea by the British in Napoleon's time in a salt-water flood that destroyed 150 villages. Alexandria connects by canal with the River Nile.

Alexandria was, in fact, the one-man invention of Alexander the Great who generally built well. For 2,200 years it has been one of the world's great cities, rich and polyglot. Today its population exceeds 680,000.

The nation that is Egypt was given complete sovereignty by Britain in 1936, except for the naval base, the Suez Canal area and the Anglo-Egyptian Sudan. But today Britain does not expect much help from Egypt, should the Germans reach the outskirts of Alexandria. Egypt is not at war with Germany or Italy. But, what is more, it could not do the Germans much harm, even if it chose to fight.

Of Egypt's 16,000,000 people, 14,000,000 are poor farmers or *fellahs* living on 8,500,000 arable acres, little of which they own. They are nearly all illiterate and without hope. Most of them suffer from blood fluke (*bilharziasis*) or hookworm (*ankylostomiasis*) or both. They make about 10¢ per day per family.

Yet Egypt is the greatest nation officially Moslem. Since the fall of the Turkish sultans, it has been the cultural center of Islam largely because of 1,000-year-old Al-Azhar University (*opposite page*), intellectual capital of the Moslem world.



The British Navy keeps its stranglehold on the eastern end of the Mediterranean out of this great naval base at Alexandria, just as it holds the western end from Gibraltar. This drawing



King Farouk of Egypt, flanked by his ministers, opens the Egyptian Parliament at Cairo. He is a pious and ambitious 21-year-old with some interest in social reform and a beautiful young wife.



King's Palace at Alexandria, seen also on peninsula in drawing at top, is built on what was once the island of the Pharos Lighthouse, one of world's wonders. British seaplane base at right.

LAKE MARYUT



is focused on the naval establishment along the shores of the Western Harbor and in the coves and dock slips. All of this is natural, now a restricted area, impossible to photograph or even

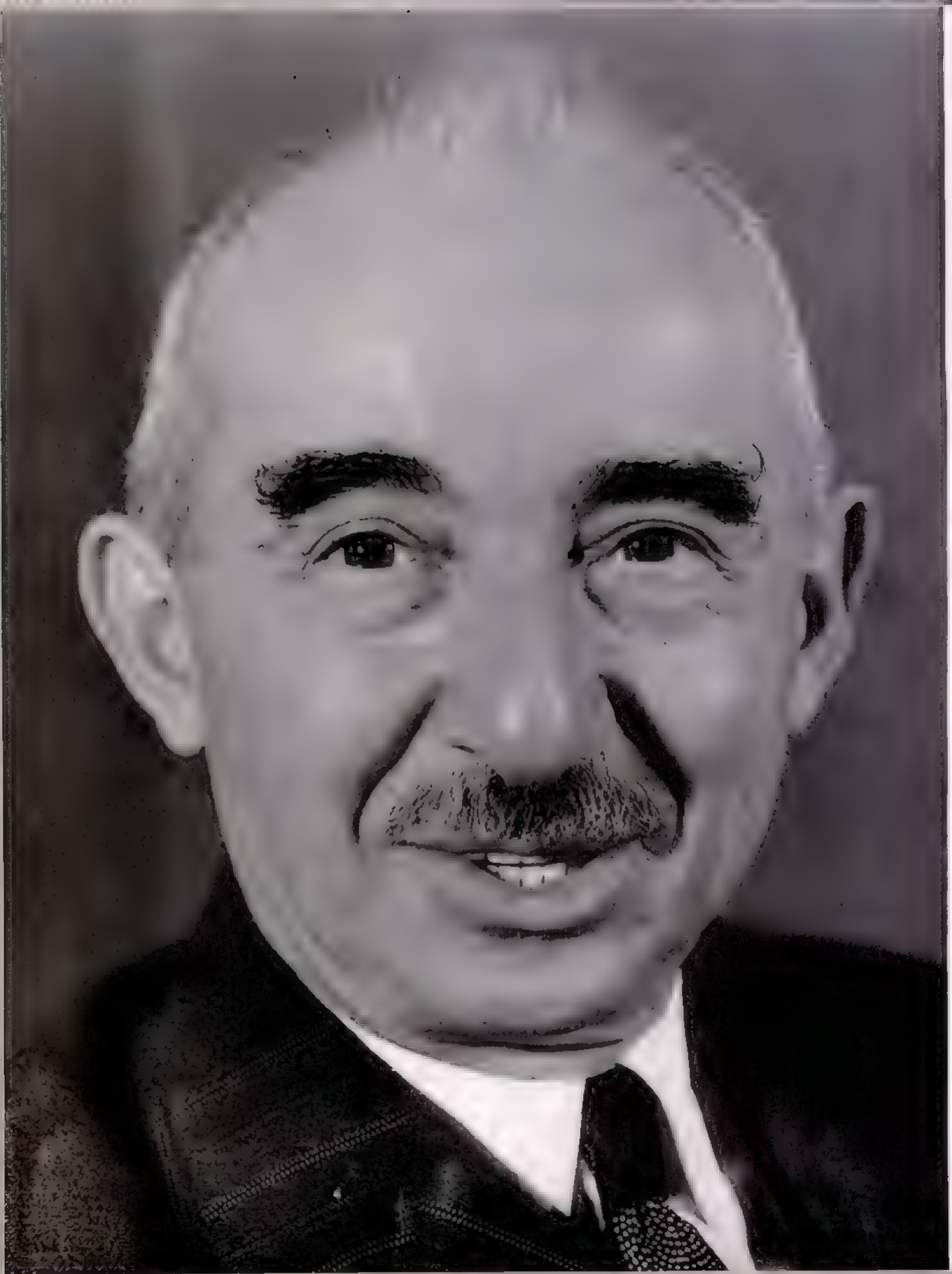
to inquire too closely about. But to keep up the vast supplies required, British must admit a great many merchant vessels that have come around Cape of Good Hope through Suez Canal



Al-Azhar University in Cairo has 13,000 students, 700 from other countries. It reluctantly teaches a little science to shoeless students. Course may take 16 years. Whole books are memorized



Exit from Egypt, in case everything falls to the Germans, would probably be this railway that goes south to Khartoum, then stops cold. It starts again in Uganda, stops, and resumes in Rhodesia



TURKEY: WILL IT FIGHT?

ITS PRESIDENT INÖNÜ IS A NAZI STUMBLING BLOCK

The only Near Eastern army that could do Britain any good is that of Turkey. After 20 years of breakneck reforms, Turkey is by far the most modern and virile of the Moslem nations. It has in fact broken the power of the Church of Mohammed and its Government is no longer officially Moslem. What Turkey will do under the threat of a Nazi advance narrows down to what the smiling man shown on these pages thinks it should do.

If he fights German aggression, his beloved Turkey will certainly take a beating, though its two million bayonets might conceivably stop the Nazis on the water hazard of the Dardanelles. He might let German technicians, advisers, tourists, engineers, observers, et al. into Turkey and lose his nation slowly and painlessly. There's the final possibility that, if Germany takes the Suez Canal and the Arab oil lands south of Turkey, Turkey may become another Switzerland or Sweden, frozen in paralyzed isolation, surrounded by a complacent Germany.

Turkey's President Ismet Inonu, lost in the shadows behind the late great President Atatürk for 20 years, is a courageous and intelligent man. Unlike Atatürk in every way, he is quiet, studious, unassuming, home-loving, good-tempered, religious and conservative. But he is a brilliant man of action. He routed the Greeks twice in 1921 at the head of Inonu from which he took his name.

To the Turks, honor is really an important word. Though they are extremely polite to Soviet Russia, they have long stopped believing in Soviet honor. And last month Inonu sent Hitler a message: "Turkey," he told Hitler, "likes peace but Turkey is determined to remain free." That determination is a real stumbling block to Nazi ideas of advancing eastward without a fight.



President Inonu poses with (from left) rich wife Mevlhbe who speaks only Turkish, son Ömer, 17, favorite child Özden, 11; son Ferid, 15. Both boys like motorcycles and photography.



He rides every day before lunch on one of his own four horses, but his doctor has forbidden jumping because of his liver. He keeps a bronze statue of his favorite horse on the desk in his office.



His own house on the bleak hillside of Ankara, Turkey's capital, is severely modernistic. His official home is one built by his great predecessor, Atatürk. "Turkey's George Washington."



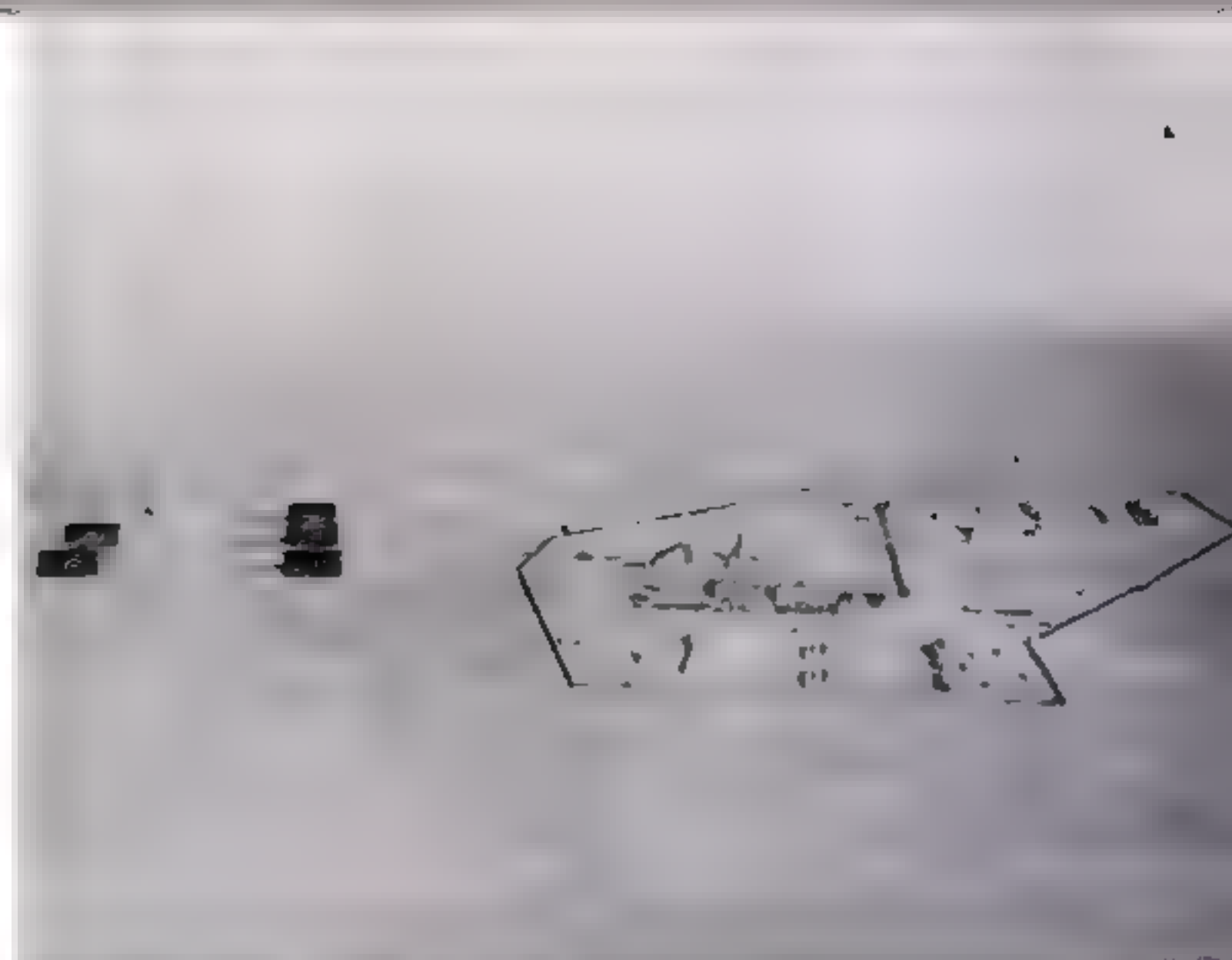
On his library desk are copies of the *Illustrated London News*, French *L'eu* and big English dictionary. He also reads German. Very deaf, he gets most of his information from constant reading.



Inonu (center) works with secretary (left) and his best friend and Premier, Rehk Seydam, a bachelor who lives nearby and calls about 6 every evening. The two oil-breaded men play cards.



THE PIPE LINE FROM IRAQ OIL FIELDS REACHES THE COAST AT TRIPOLI IN SYRIA



A pumping station to hasten the oil through pipes westward toward the coast stands on the desert of Iraq. Pipes are buried most of the way. Storage tanks are at left. Station is built like a fort.

OIL: IRAQ & IRAN

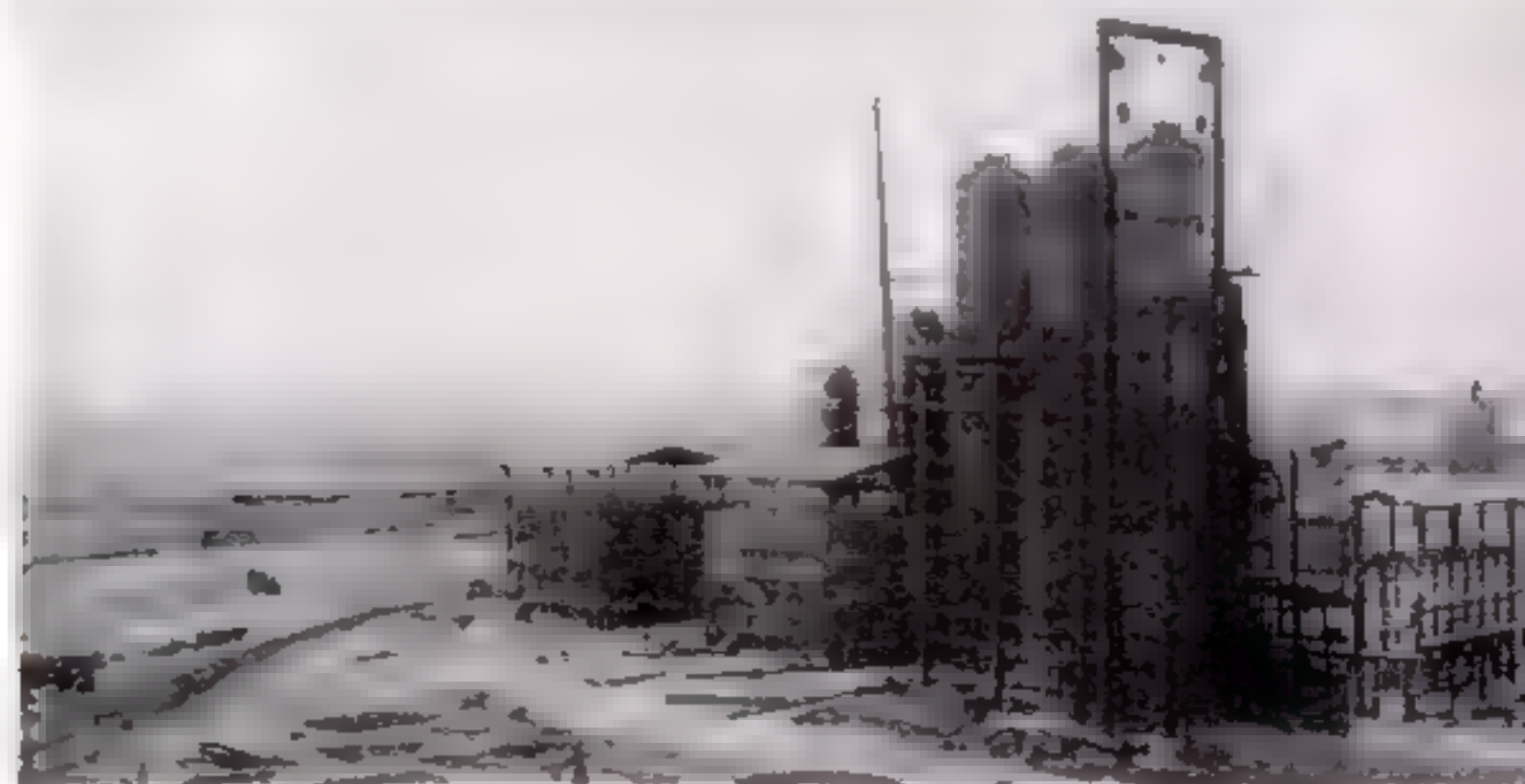
HITLER COULD FIGHT FOREVER ON SUPPLIES FROM NEAR EAST

The oil blockade of Germany would become instantly pointless if Hitler could conquer the oil fields of Iraq and Iran. In 1939 Iraq produced 30,000,000 barrels of oil, Iran 81,000,000 barrels and the British-dominated islands of Bahrain in the Gulf of Persia 8,000,000 barrels. With that supply Hitler could fight on indefinitely.

In precisely this area Germany and Italy have concentrated their anti-British propaganda. Since France fell, French Syria has been the chief base for the Axis. Axis radio stations broadcast four times a day stories of terrific and imaginary British defeats, imaginary British atrocities against Moslems, imaginary British bombings of defenseless Arab tents in Saudi Arabia, imaginary British secret treaties with the Jews of Palestine. Germans smuggle guns and ammunition to Arab rebels through Syria and Yemen. German diplomats still accredited to the Moslem nations back anti-British politicians. One concrete result was a pro-Axis coup d'état in Iraq last month.

One objective of all this is to hamstring the British effort from the rear and cut the 1,200-mile pipe lines that take the Iraq oil to the Mediterranean coast. Another is to get the oil nations quarreling among themselves and with the British. The Shah of Iran has already torn up his contract with Anglo-Iranian Oil and got a stiffer price for his oil. The Iraq may do the same. The King of Saudi Arabia is demanding that the British give him the Bahrain islands off his coast. He quarrels with the Hashemite rulers of Iraq and Transjordan and they quarrel with one another.

But the British are not asleep. The Royal Air Force has bases in Iraq, Transjordan and Palestine to guard these precious oil lines. British desert patrols hold the good oases. Approximately 25,000 Arab rebels have been jailed. Should the Germans come through Turkey, the British would probably fight down the railroad that runs clear across Iraq to the Gulf of Persia.



THE GREAT NEW OIL FIELDS OF THE BAHREIN ISLANDS IN THE PERSIAN GULF WERE FIRST



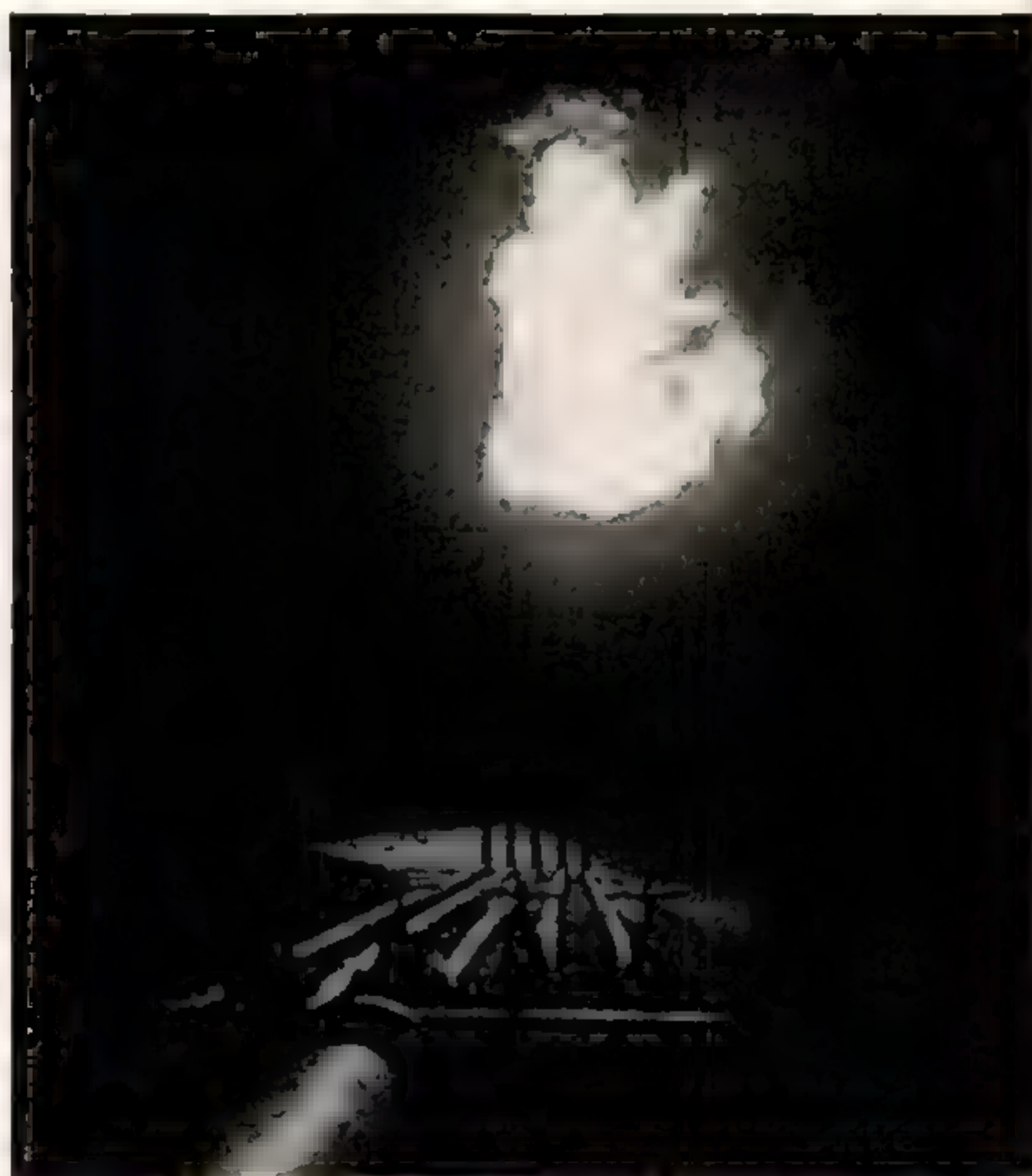
British pipe line from Iraq to Palestine here crosses River Kishon near the coast of Haifa. Notice barbed wire and soldier guards. This oil runs the British Eastern Mediterranean Fleet



At the source at Kirkuk, a police fort overlooks the stabilization plant on the hot fat desert. The British are seriously worried by recent anti-British revolt in Iraq's capital of Bagdad



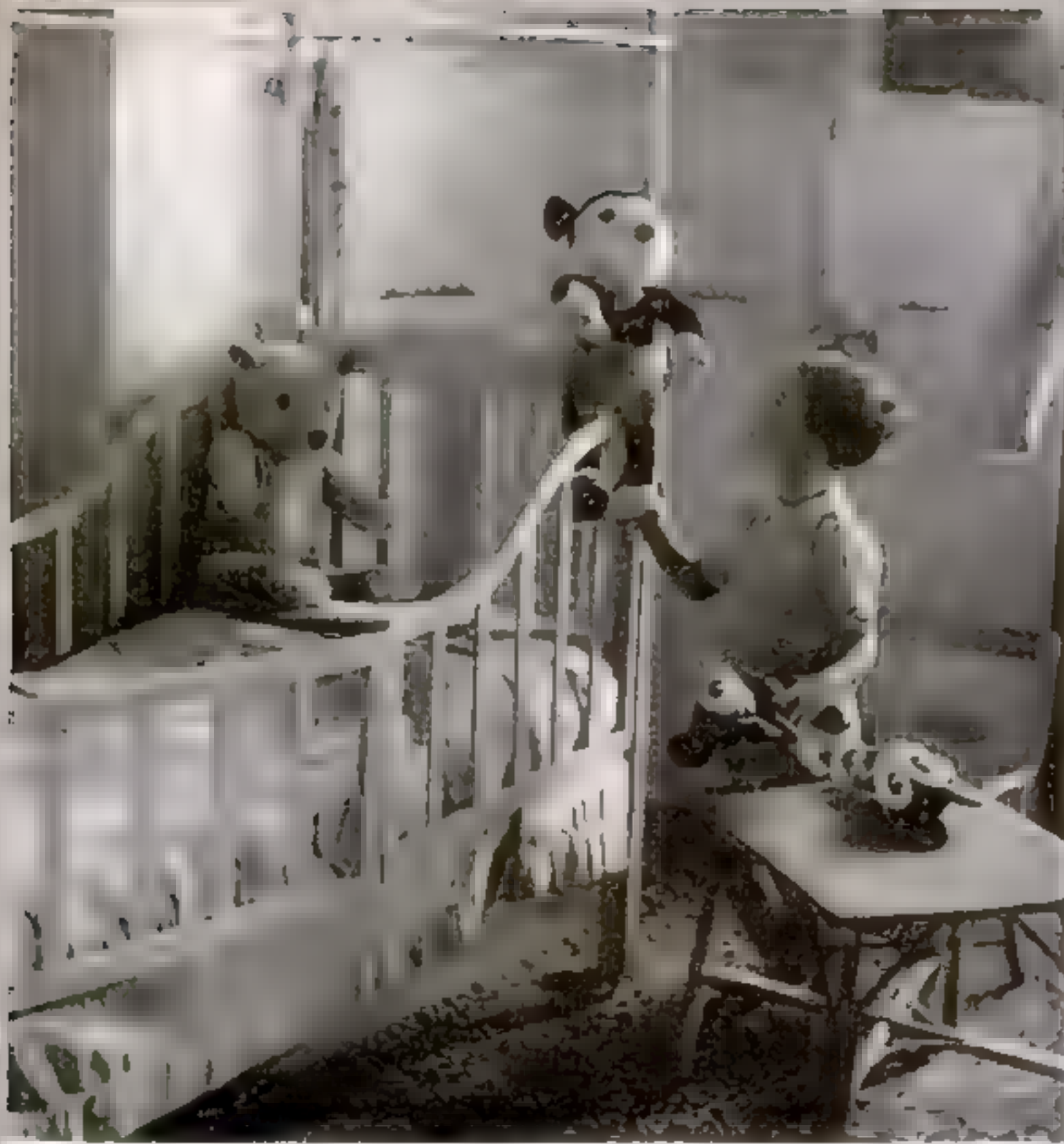
Night and day the precious pipe lines are guarded. As soon as a break is discovered by the lowering of the pressure, the oil is turned off in that section and a repair crew rushes to the spot



Most of the gas, by-product of most petroleum wells, is burned off as waste, because there is no industry near these remote Iraqi oil fields. In the U. S., the gas is used industrially



TURNED DOWN BY THE BRITISH AND THEN EXPLOITED AND BUILT BY AMERICAN ENGINEERS OF STANDARD OF CALIFORNIA. ANOTHER PROMISING FIELD IS ON NEARBY ARABIAN MAINLAND



King Feisal of Iraq, far left, with Mr. Messersmith, secretary of King Abdul Aziz, and other officials at 22, grandsons of the sultan of Arabia, great father of King Feisal.

"TO THE GATES OF INDIA"

FROM BAGDAD TO KHYBER PASS

CHURCHILL CHALLENGES HITLER

If Hitler were ever to see the story of the journey of the "To the Gates of India" by Winston Churchill, he would be proud to say that it was the most important journey of the century. It was the journey of the "To the Gates of India" by Winston Churchill, the most important journey of the century.

When Alexander the Great marched his way to India, he first conquered the Persians, then the Greeks, then the Indians. He went up through what is now Iran, then he went up to the Khyber Pass, then he went up to the gates of India. He went up to the gates of India.

Churchill and Lady Curzon, the most important figures in the history of the British Empire, have been the most important figures in the history of the British Empire. They have been the most important figures in the history of the British Empire.

Second Hitler's career is a story of the most important figures in the history of the British Empire. He has been the most important figure in the history of the British Empire.

Lower of the British Empire is a story of the most important figures in the history of the British Empire. It has been the most important figure in the history of the British Empire.



Bagdad, the city of great legends, capital of Iraq, is an impressive sprawl across the River Tigris, a few miles north of Babylon on the Euphrates. Center of the Pan-Arab movement, it was the scene April 4 of a coup d'état by a Pan-Arab Army with German money.

The Regent for King Feisal of Iraq, a R.A.F. pilot, over to Palestine. New Pan-Arab is Sayid Rashid Ali al-Ghauri. Five air services have been set up in Iraq. Baghdad is a city of 1,000,000, a city where Army troops are being sent to fight the war.



At the gates of India, British mountain troops not far from the Khyber Pass endlessly fight the Moslem border tribes. Lately the tribesmen have become noticeably active again, presumably with German or Russian backing. The British use fast-moving columns and planes

to hunt the guerrillas' bases, but fighting a mechanized German force here would be quite a different matter. The Khyber Pass leads from Afghanistan into the Northwest Frontier District, is ruled by British Army based at Peshawar. The life is still as exciting as any movie.



CLOSE-UP

JOAN WALTERMIRE:

Aside from being smaller and perhaps prettier than most, Joan Waltermire, who flies for American Airlines on the 3 o'clock non-stop plane between New York and Chicago, is a good example of the 250 stewardesses who work for American Airlines—out of the 1,000-odd who work on all the airlines in the U. S. She is attractive, well-groomed, alert and intelligent. She talks easily, answers questions precisely and handles people with a manner that is friendly but not intrusive. She is a registered nurse—not because airlines need her medical knowledge but because hospital training has given her discipline which stewardesses need. She attacks situations quickly and decisively, displays a vast amount of patience and tact and knows how to anticipate people's needs.

Joan's size—4 ft. 11 in.—would prevent her from getting a job as a stewardess if she applied for one today. In 1935, when she was hired, planes were smaller. Nowadays, a stewardess has to be at least 5 ft. 2 in. tall to make up upper berths in sleeper planes. Except that it keeps her off sleeper runs, however, Joan's size has handicapped her little. In rough weather, timid passengers are sometimes encouraged by the sight of such a little girl going calmly about her business. This tends to simplify Joan's operations, as does her own suitably authoritative disposition. Not long ago a passenger in a rather gay frame of mind got aboard and refused to fasten his seat belt. After cajolery failed, Joan was turning away when the passenger, feeling he had won a victory, thumbed his nose at her. Joan turned on him and said: "See here, if you do that again I'll put you off the plane." Awed at so much firmness in so small a person, the passenger hastily fastened his belt and spent the rest of the trip trying to make up to Miss Waltermire.

Airlines have stewardesses not so much to serve meals or hand out chewing gum as to make the passengers happy. The stewardess is the airline's only intimate ambassador to its passengers and American Airlines, which spends more than \$400,000 a year on its stewardesses, finds the outlay justified. Last year about 3,500 girls asked American Airlines for stewardess jobs. Only 1,500 met the basic requirements of age 21-26, height 5 ft. 2 in. to 5 ft. 6 in., weight 110-125 lb., training, good looks, pleasant personality. Only 50 of these were taken on. American spends a lot of time searching for likeable girls in nursing schools and encouraging younger girls to become nurses so that later on they may become stewardesses. Right now the first crop of girls who three or four years ago decided they wanted to be stewardesses have finished nursing school and are getting jobs.

Joan Waltermire, airline stewardess, is 4 ft. 11 in. tall, weighs 95 lb. She has blue eyes, dark brown hair, a nice smile. Here she is in her working clothes—blue jacket and skirt, white blouse, blue cap.



AIR STEWARDESS

by JOSEPH KASTNER

Joan Waltermire likes her job. Her salary is \$145 a month, top pay on a scale which starts at \$110 a month. She works about 115 hours a month of which only 85 hours are flying time. Her schedule goes like this: Monday, New York to Chicago, Tuesday, Chicago back to New York, Wednesday, off but on call; Thursday, to Chicago, Friday, back to New York, Saturday, off. Sunday, she starts over again on the sequence of two days on and one off. She gets no Sundays or holidays off except when they coincide with days off. In New York she lives in an apartment in Flushing, N. Y., with two other American Airlines stewardesses. In Chicago the company pays for her hotel room and her meals. She buys her own navy-blue winter uniform which costs \$50. The company buys her light summer uniform.

In general, Joan feels that she is much better off than she would be if she had become a nurse in Indianapolis, where she took her training. She was born on a farm near Sapiro, Ind., the youngest of five children. Her real name is not Joan but Elva Fay, which is less strange than most of the names in her family. Her father and his four brothers all had three-letter names—Don, Jay, Tel, Guy and Poe. When Joan was 10, her father having been dead some years, she went to live with her Aunt Alecia in Bellevue, Ky. When she was 14, she went to live with her sister Marie in Columbus, Ind.

At high school in Columbus, Joan was elected to the National Honor Society, won second medal in a debate, "Should Indiana adopt a unicameral legislature?" and was so good in dramatics that her friends told her to go on the stage. Instead, when scholarships were offered, she began training at Methodist Hospital, Indianapolis. There she acquired both her career and her present name. In the children's ward there were four little girls all named Joan. Teasing Nurse Waltermire about her size, her young patients took to calling her Joan also. To Nurse Waltermire's delight, the name stuck. Now everybody calls her Joan except American Airline's businesslike payroll, which insists on calling her Elva, and the line's President, C. R. Smith, who calls her "Tiny" and last month awarded her a medal for her five years' service with the line.

Joan got her job in 1935 with the help of a recommendation from her head nurse. On her first flight, she got airsick, a fact she uses now to comfort passengers who do likewise. During her flying years Joan has functioned in DC2's, Condor biplanes and DC3's. She has worked every American route except the long one from Dallas to Los Angeles,

CONTINUED ON NEXT PAGE



Joan checks up on seated passengers before the airplane takes off. When the DC3 is full, Joan has 25 people to take care of. On the cockpit door up front is her name card: "Miss Waltermire, R. N."



Let's Go!

The U. S. Army offers you the world's best training for an aviation career

CLIMBING into their training planes today are the pick of America's young men. They're Flying Cadets now—tomorrow they will be officers and pilots in the U. S. Army Air Corps—in the future many of them will be leaders in the swiftly developing field of flight.

If you want the finest training in the world for a career in aviation, you can get it as a U. S. Army Flying Cadet—and earn while you learn.

As a Flying Cadet you will receive \$75 a month, plus uniforms, equipment, board and lodging. When you graduate after about 7½ months' training you will be commissioned a Second Lieutenant in the U. S. Army Air Reserve, and placed on active duty with the Regular Army Air Corps with pay and allowances ranging from \$205.50 to \$245.50 per month.

To qualify, you must be not less than 20 nor more than 26 years of age, unmarried, sound physically. You must have completed two years of college, or pass a written examination in U. S. History, English grammar and composition, general history, geography, arithmetic, higher algebra, geometry, trigonometry, elementary physics. Apply NOW. (Addresses below.)

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Fourth Corps Area. Atlanta, Ga.

Fifth Corps Area. Fort Hayes, Columbus, Ohio
Sixth Corps Area. Chicago, Ill.
Seventh Corps Area. Omaha, Nebr.
Eighth Corps Area. Fort Sam Houston, Texas
Ninth Corps Area. Presidio of San Francisco, Calif.

Or write to:
Enlisted Division C-4, A.G.O., Washington, D. C.

AIRLINE STEWARDESS (continued)

and the short run from Washington to Nashville. Only once has she thought of giving up her job. In 1939 she was keeping company with a pilot on another airline who was killed in a crash. Joan's stewardess friends persuaded her to take a leave of absence and a sojourn in California. After four months of private nursing, Joan decided that flying was in her blood and came back to work.

AM-7, NY-CG (airmail route No. 7, New York to Chicago) is American's toughest competitive route. United and TWA both fly it. Joan is assigned to it partly because she is a good stewardess, partly because she likes the run. Being high up in stewardess seniority—only seven girls have been with American longer—she has some choice in the route she works. A fairly long non-stop run like AM-7 gives the stewardess plenty of time to do her work and get acquainted with her passengers.

Joan sets out for work

On a workday Joan gets up about 9, eats a hearty breakfast of stewed fruit, bacon, eggs, toast and tea, cleans house, irons a blouse, reads a bit and packs her bag. At about 1:30 she takes the bus for the airfield. At 2 p. m., one hour before her plane leaves, she checks into Flight Control at LaGuardia Field and gets the manifest which gives names and destination of her passengers. If the meteorologist is not too busy, Joan asks him about the weather. She may also call at the cafeteria for a Coca-Cola with lemon and conversation. At 2:40 she is back in Flight Control where the pilot gives her his flight plan, on which he sets down his route, expected flying time and expected weather. Pilot, co-pilot and Joan set out for the plane, walking through the big hangars and down beneath the long ramp to Gate 2.

As Joan boards the plane, the sweepers have finished cleaning it out and the commissary wagon is just trundling up to unload the food. Joan puts her name card, "Miss Waltermire, R. N.," up in the frame on the cockpit door and checks her equipment (blankets, razors, pillows, chewing gum, oxygen tank and kits of medicine and snacks). When the passengers come on at 2:55, Joan is standing at the door to greet them. As soon as they are seated, she goes down the aisle checking their names off on the manifest, putting their seat numbers next to their names and drawing a few little identification marks—two circles for a man with glasses, or a few hairs for a mustache—so that she can remember them. She is very careful to notice how they pronounce their names so she can pronounce them the same way.

Checking names is important. It is by this means that the absent-minded passenger who boards the wrong plane is put where he belongs before the flight starts. Mistakes in checking may have embarrassing results. Joan once left a passenger behind, making it necessary for the plane to turn back after it was twelve minutes out. One of her friends had an even more painful experience. On a plane about an hour out toward Chicago, a passenger beamed up at her appreciatively and said: "You sure give a swell ride for a buck." The airline had to give the misplaced sightseer a free trip back to New York.

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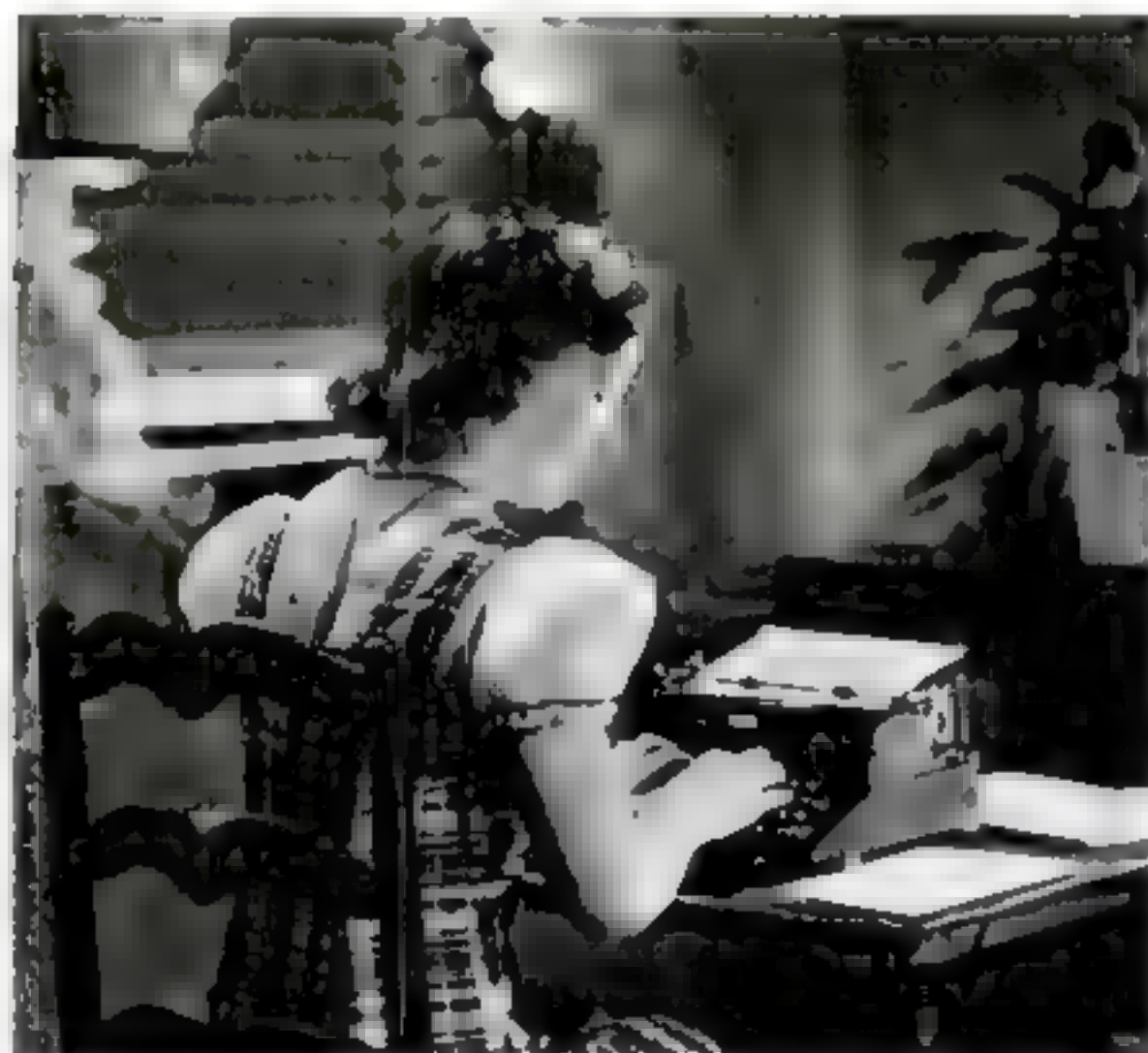


Joan's reward for long and faithful service is a pin set with a tiny ruby which President C. R. Smith, who is 6 ft. 1 in. tall, gives her as token that she has been with American Airlines for five years. Only eight other stewardesses have five-year pins.

Why buy him a typewriter at the end of school?

SUMMER VACATION, you're probably saying, should be a time for rest and *physical* development only.

True. But learning to use a typewriter is more fun than work for a youngster. And he'll return to school with fingers that can keep pace with the racing thoughts of youth—not chained to the creeping progress of his pencil. For, the greater speed and ease of typing will free his mind for *thinking* rather than for *writing*.



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Should a graduation gift reward—or prepare? A Royal Portable is the one gift that does *both*. For a knowledge of typing is invaluable in dozens of occupations . . . and can be a career in itself! The remarkable "Self Teacher"—a device with which even grade-school youngsters learn the touch system in a few hours—comes with every Royal Portable.



Royal Arrow Model—\$34.50 Other Royal Portables—\$44.50 to \$54.50

But which Portable? One make is really a standard office typewriter—in almost everything but size! This is the Royal Portable. It has a keyboard just like that on a full-sized typewriter—plus these famous "big-machine" features: MAGIC*Margin (just flick the lever to change margins) . . . Touch Control* (adjusts key tension to your individual touch) . . . Bobless shift (the carriage doesn't clatter and jump up when you shift) . . . and many others.

It costs so little a month to buy a Royal Portable—just about the cost of renting one! Your local dealer is authorized to sell you any Royal on easy payments. See him, or write to Royal, 2 Park Avenue, N.Y.C., for a free home trial!



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How's your "Pep Appeal"?

—by Bundy



June: Hello, serious! How's the book? Got a new thriller?

Nancy: Oh, it's nothing much. Just a little thing I sent for.



June: Wow! "How to be a glamour girl!" Well, of all the...

Nancy: Stop it! You're a spite cat, June. A girl's got to have a little something these days.



June: I'll say she has! And you're going to start getting it! Glamour, my grandpa! The way you've been moping around and picking at your food! I'll bet you're not even on speaking terms with vitamins. What you need is more "pep appeal"!



June: And here's where we make a start toward getting more vitamins. You've got to have them all, and right in this delicious cereal—called KELLOGG'S PEP—are extra-rich sources of two of the most important ones—vitamins B₁ and D.

Nancy: Hey! Hold the sales talk! This is the most gorgeous cereal I ever tasted. And to think I never knew that getting vitamins could be fun. Am I going to have KELLOGG'S PEP every morning!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG & IN BATTLE CREEK

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In the stewardess school where new girls are trained, Joan gives a few pointers on flight procedure. Girls take six weeks' course, are paid \$110 a month during this period of training. During their course, they go out on flights with veterans like Joan.

AIRLINE STEWARDESS (continued)

By 3 p. m. Joan has seen that her passengers have fastened their seat belts for the take-off. The agent swings the plane door shut. Joan sits on her little seat in back of the cabin, fastens her own belt and studies the passenger list. The passenger agent has handed her last-minute confidential information on each passenger—who are first riders and who are frequent riders, who have to make connections, who are big shots. Joan has already made a few observations of her own. The long-legged man up in Seat 1 is an old hand at flying; he made right for the seat up front which gives most leg room. He is reading and probably wants to be left alone. Seat 4 wants to nap. Seat 2 is a mother and baby whose formula Joan has already put in the cooler. Seat 5 is a radio actress studying a script and clearly wanting no attention now. Seats 8 and 8a are husband and wife. The husband has flown with Waltermire before and Joan has remembered to call him by name. This pleased him and impressed his wife, who is a first flier. The old lady in 6 and the young fellow in 11 are also first riders. Seat 9 is grumpy because, as confidential information told her, he missed a plane out of Boston which would have got him to Chicago earlier.

She takes off on a flight

There are 16 passengers in all and Joan is all set to be almost all things to all of them—hostess, nurse, sister, entertainer. When the plane is 3,000 ft. up, she gets briskly to work. First she makes sure that the mother and child are comfortable, fluffs up a pillow for sleepy Seat 4, tucks a blanket around the old lady in Seat 6. Then she passes out newspapers, chewing gum. In passing things, she walks up to the front of the cabin, turns around and walks back toward the rear. This way she meets every passenger face forward, so that no one has to twist around to see her and no one will be presented bluntly with her rear.

The first few things are done in about 10 minutes. Then Joan begins to pay attention to individuals. Seat 9 is given a match for his cigar even before he knew that he needed one. The young man in Seat 10 is bursting with news that he is going to be married tomorrow and Joan admires the ring. The old lady in 6 has just returned from seeing her new grandchild and Joan admires the photographs. Then the old lady asks questions. How high are they (8,000 ft.), where are the parachutes (there aren't any), isn't Joan ever frightened (no), how far has she flown (1,500,000 miles). Joan has answered these hundreds of times but still doesn't mind answering them again. The first rider in Seat 11 has more technical questions to ask. What is the speed, the range, the fuel capacity, what makes a plane fly, what is the weather going to be? Joan knows all the answers. She also knows almost everything about the setup of the company, the number of planes it has, its routes, its timetables.

Careful not to let any one passenger take up too much time, Joan retires to her cubbyhole and opens the snack box which contains crackers, cheese and other things to nibble on. Seats 1 and 5 feel hungry. Joan gives them coffee. An hour out at Bellefonte, Pa., one of the "check points," she goes up to the cockpit, gets the flight report from the pilot and passes it down the plane, first being sure to tell impatient Seat 9 that the plane is on schedule. It makes him feel better to have her know he is in a hurry.

CONTINUED ON PAGE 111



A practical approach to a practical problem

It is just common sense to own a pair of rubbers. . . . And it is just common sense to own life insurance. . . . Both purchases are a sensible man's practical approach to a practical problem

During fair weather your rubbers simply take up space in a closet. But when it rains they become important. They may merely save you the discomfort of wet feet—or they may prevent serious illness.

Your life insurance, too, is something you seldom think about when all is well.

Yet it can become indispensable in a crisis. Whether your dependents encounter the shower of a temporary financial difficulty or the storm which follows the loss of your active support, it stands ready to keep them safe from worry or want.

Designed to see a family through the height of the storm following the death of husband and father is the John Hancock Readjustment Income

Plan, which provides income in prearranged amounts to care for the extra needs of that critical period. It is a sensible and inexpensive provision against an unpredictable future. A booklet entitled, "A Talking Picture," describes the plan in detail. We should like to mail you a copy.

Write for it to Dept. L-3, John Hancock Mutual Life Insurance Co., 197 Clarendon Street, Boston, Mass.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS
GUY W. COX, President



PICTURE OF A PEDIGREED DOG

The Cocker Spaniel—developed for hunting on marshy ground. Selection of the finest strains has resulted in this perfect pedigreed beauty.



Joan lives in an apartment house built around a big court in Flushing, N. Y., half hour by bus from La Guardia Field



Joan hangs some curtains for the door of tiny kitchen. She is better at sewing and doing housework than she is at cooking

AIRLINE STEWARDESS (continued)

The baby in Seat 2 needs feeding. Joan warms his formula and feeds him. The other passengers are fascinated by this procedure. The prospective newlywed kids Joan about it. Joan retorts that he'll be doing it before long and he laughs happily. The man with his wife chats with Joan so that he can show off to his wife about his flying experience. Presently, noting 1) that the plane is over Cleveland, 2) that it is 5:30 and 3) that passengers have been restively going back to the lavatory, Joan starts on dinner.

Tonight dinner is shrimp cocktail, turkey, peas, salad, celery and olives, rolls, coffee, ice cream. It comes all prepared in big thermos Jumbo Jugs. Joan has to set each meal out on an individual tray, doing her best to make it look appetizing. It takes her about five minutes to set each tray, carry it to the passenger and fasten it to the seat. Midway during serving, she brings a tray up to the cockpit. The pilot had phoned back to her and asked her if she could manage it. By the time the meal is over, the plane has passed South Bend and is 15 minutes out of Chicago. Joan hands out chewing gum because chewing and swallowing helps overcome ear discomfort during descent. The baby is waked up so his ears won't hurt and his mother is given a paper diaper for changing. Coats and packages are returned to passengers, seat belts are fastened. Joan points out Chicago's Lindbergh Beacon to the old lady in Seat 6, goes back and fastens her belt. At 7:09 Chicago time the plane touches ground. At 7:10, just on time, it stops. The door opens, Joan gives the agent her manifest and the passengers file out.

Passengers say goodbye

The eager bridegroom-to-be forgets to say goodbye to Joan but all the others remember, even the now-pleased Seat 9. The old lady in Seat 6 can't tell Joan how much she enjoyed the trip. The mother thanks Joan profusely and a couple of days later sends her a bottle of cologne—"Tailspin" which is Joan's favorite. A stewardess doesn't accept tips but Joan sometimes gets perfume, stockings, candy, books, jewelry. Once a man gave her a cooked duck egg. He thought it was funny. So did Joan.

Joan checks the plane over for forgotten packages as it moves to the hangar. When the pilot comes through, he tells her the flying time—5 hours 10 minutes—for her report. Before leaving the hangar, she makes out her flight report, mentions that the testy passenger felt better and that the baby had a good trip, and then takes the crew car to the Del Prado Hotel where the company has rooms for stewardesses. She spends the evening gossiping with a stewardess who left the line to get married, and is in bed by midnight. Due at the airport at 2 next afternoon, she may spend her morning at Miss Scheel's, her dressmaker. Joan takes size nine or ten dresses and has to have them made for her because ready-made nines and tens are too childish. At 2 p. m. she reports to the Municipal Airport. At 3 p. m. the non-stop takes off for New York. At 7:59 it sets down at LaGuardia airport and by 9 o'clock Joan is back in her own apartment in Flushing. Although the work does not seem strenuous, activity at high altitude is wearying and she feels rather tired.

Joan's two roommates have each been with American four years. Gene Miller, who comes from Michigan, is on the New York-

PICTURE OF A PEDIGREED GIN

Fleischmann's—the first American gin—has been the first choice of millions for smooth mixing since 1870. Distilled from the finest ingredients, it well merits its reputation as a pedigreed gin. It stands unsurpassed at any price. Try it, as millions have...and see if you, too, don't agree it's better.

FLEISCHMANN'S GIN

A Pedigreed Gin for Prohibition Drinking. Distilled from American grain—no proof.

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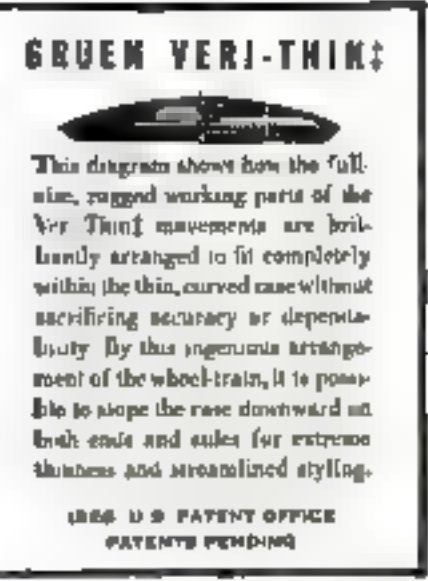
CONTINUED ON PAGE 119

Outside and inside **AMERICA'S TWO SMARTEST WATCHES**

New Gruen Curvex Hailed by America's great fashion designers as the best-styled curved wristwatch of all time, the new Gruen Curvex is distinguished on two even more important counts. It is the *thinnest* curved wristwatch. And it is the *only* wristwatch with the "miracle" Gruen Curvex movement. This Gruen-patented movement actually curves with the ultra-smart curved case, giving all-important bigness in the wheel-train for pocket-watch precision and long life. At Gruen jewelers.



New Gruen Veri-Thin "Incredibly thin and beautiful . . . amazing for a popular-priced watch!" That's Fashion's verdict on the latest Gruen Veri-Thins. They're the *very thinnest*. Yet their patented Gruen Veri-Thin movement is large-sized for brilliant accuracy and ruggedness . . . the working parts re-distributed in a way that makes possible a movement 50% thinner at sides and ends. See these new Veri-Thins today . . . the most exquisite watches ever to bear the Gruen Veri-Thin name.

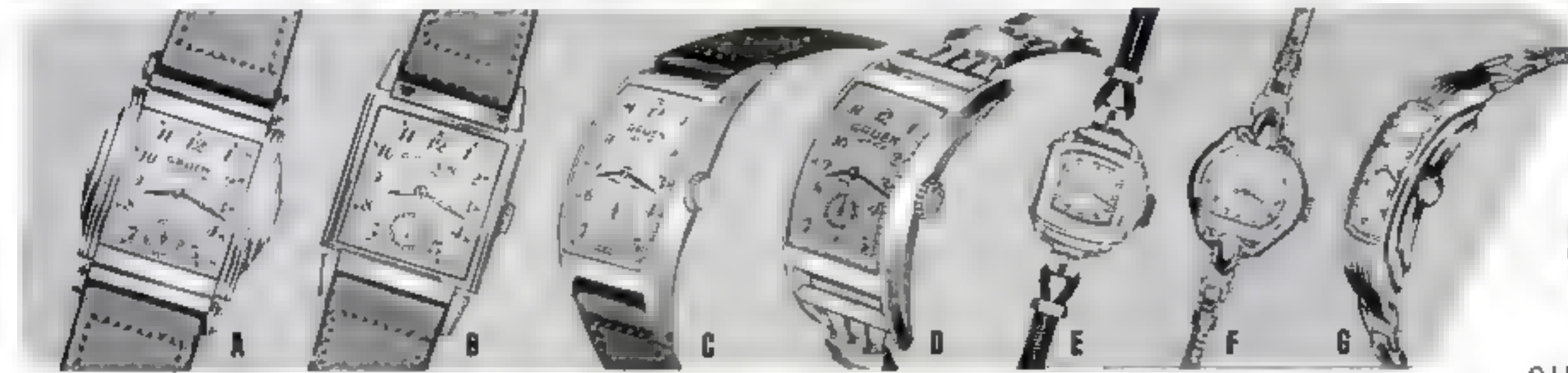


Gruen watches, at Gruen jewelers only. \$24.75 to \$250.00 with previous stones to \$250.00. Write for folder. The Gruen Watch Company, Time Hall, Cincinnati, Ohio. In Canada: Toronto, Ontario.



Watch on woman's wrist—CURVEX LEADER, 15-jewel movement, pink or yellow gold-filled case . . . \$47.50
Watch on man's wrist—CURVEX CHEVRON, 17-jewel Precision[®] movement, pink or yellow gold-filled case . . . \$47.50

With matching flex bracelet . . . \$47.75
With yellow gold-filled case and matching flex band . . . \$55.00



A. VERI-THIN LEADER, 15-jewel movement, pink or yellow gold-filled case, Guildite back. \$29.75
With matching flex band. \$33.75
B. VERI-THIN FOSTER, 5-jewel movement, pink or yellow gold-filled case, Guildite back. \$33.75
C. CURVEX TROOPER, 17-jewel Precision[®] movement, pink or yellow gold-filled case. \$49.75
With matching flex band. \$59.50
D. CURVEX CENTENNIAL, 17-jewel Precision[®] movement, pink or yellow gold-filled case. \$59.50
With leather strap. \$49.75
E. VERI-THIN STARLIGHT, 15-jewel movement, pink or yellow gold-filled case, Guildite back. \$29.75
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F. VERI-THIN DORCAS, 15-jewel movement, pink gold-filled case, Guildite back. \$33.75
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ARE GIFTS AT THEIR BEST

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Sign your name and address below
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We'll promptly send you a generous
trial bottle of Aqua Velva. It's the
world's most popular after-shave.

You'll enjoy the refreshing, wake-
up zest of Aqua Velva! And notice
how it leaves your face feeling softer
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Address: The J. B. Williams Co.,
Dept. CA-6, Glastonbury, Conn.—
makers of fine shaving preparations
for over 100 years. Offer good in
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Burgess Meredith
Breck Pemberton
Norman Rockwell



Name _____
Street _____
City _____



An evening at home is often joined by friends. "At the table are Gene and her fiancé, Robert Bolvard, American Airlines pilot. Peggy (at the moving board) chats with Howard T. Byler, Joan's friend, who flies an experimental plane for Sperry Gyroscope Co.

AIRLINE STEWARDESS (continued)

Chicago run. Peggy Radcliff, a Canadian, flies New York-Nashville. All three girls associate chiefly with fliers. Gene is engaged to an American Airlines pilot on the New York-Nashville run. Peggy has most of her dates with an American pilot who flies between New York and Chicago. Joan herself now goes about with the pilot of Sperry Gyroscope Co.'s experimental ship.

The three girls get on well together. Household chores are divided fairly. Gene does the cooking and shopping, Peggy takes care of finances, Joan does the house cleaning. They pay \$75 a month rent, sleep in three beds packed into the bedroom and dispose their clothes among three closets and two neatly allocated chests of drawers. The apartment is furnished by the landlord; stewardesses acquire few possessions and no furniture.

When the girls are not receiving visitors, they sit around reading or chatting. Peggy and Joan do crossword puzzles while Gene, who likes to read, supplies hard words. They read *LIFE*, *Reader's Digest*, *The Saturday Evening Post*, *Collier's* and *Time* because they are supposed to be well informed and able to discuss almost anything with passengers, from the state of business to the chances of the Cubs. They do a lot of "ground flying," i. e. exchanging aeronautical reminiscences. Peggy may tell of the passenger who refused to put out his smelly cigar even when Peggy asked him to. Later on, when the man got airsick and plaintively wondered why—although no one else aboard did—Peggy had to bite her lip to refrain from mentioning the cigar. Gene came home once with the story of the man who gave her a package and told her it contained fish. He wanted her to take good care of it. Thinking it was something he had caught, Gene put it in the dry-ice cooler. At the end of the trip, she found out it was a valuable guppy which, happily, managed to survive the chill.

The girls' experiences are seldom heroic. There have been cases of dramatic bravery among stewardesses but in general a stewardess meets fewer crises than a hospital nurse. Once when Joan was on the Chicago-Dallas run the weather got so thick that the plane passed all its scheduled stops, missed Dallas and finally came down at Abilene, 216 miles beyond its destination. Joan wasn't excited. She told passengers that there was plenty of fuel to keep them going. She didn't say that the weather was bad. According to American Airlines' rule, she merely said that "flight conditions are not up to American's standards" and that the plane would not land anywhere where conditions didn't meet with American's approval.

Joan keeps calm in flood

Joan was a real heroine once, but not in an airplane. During the great Ohio River flood of 1937, American flew Joan and eight other stewardesses to Louisville. Landing on a soggy airport, the girls went to work taking care of flood refugees and assisting in emergency operations. Joan remembers the work and the fatigue but doesn't think she was especially brave. When the big husky man who was helping her give injections suddenly fainted, Joan simply caught him on the way down, eased him to the floor, threw some water on his face and found another man to help her.

Celebrities, of whom she sees many, don't impress Joan although she finds them good passengers. Once Robert Taylor, who came

"A wee bit of heather
and light as a feather"

— that's —

VAT 69

the Scotch that is

No. 1 in Taste!

8 Years Old
86 PROOF

QUALITY TELLS

PARK & TILFORD IMPORT CORPORATION, NEW YORK, N. Y.

PUT *Vitality* INTO YOUR SUMMER WARDROBE

The glorious days of spring and summer beckon once again... with promises of gay adventure in fashions lovelier than ever. So put Vitality into your wardrobe... and walk the way of youth in footwear cool and white. These stunning patterns are but a few of the many engaging new styles your Vitality dealer is now showing. They drape your foot in grace and flattery. They enhance your step with carefree charm. They lend enchantment to every costume and occasion. See them at your dealer's soon.

Vitality SHOES

\$6⁷⁵ and
from
\$5.99

Complete Range of Sizes and Widths
Vitality Open Road Shoes, for Outdoor and Campus Wear, \$5 and \$5.50

FREE! VIRGINIA VAN DYKE'S
"PRELUDE TO SPRING SHOE FASHIONS"

Authentic style hints on what to wear for spring and summer. Gives latest advice on new spring fashions. Send for your free copy. Write Dept. A, Vitality Shoe Company, Division of International Shoe Company, St. Louis, Mo.



HORTENSE has a saucy open toe and smart braided top line. A Vitality elasticized step-in of white crushed kid with Continental heel.



This gay featherweight tie is **FANYA**... a five-eyel, "U"-throat Vitality creation in white calf. Perforated vamp... cut-outs... open toe... Cuban heel.



STACIE, pert square-toe Vitality spectator, is white suede kid with Turfian calf trim. Perforated vamp... dainty two-tone bow... Turfian calf Pyramid heel.



Elasticized for glove-like fit, **IRENE** is a Vitality open-toe slip-on. Perforated vamp. Cuban heel. White crushed kid with calf trim.



A six-eyel "U"-throat oxford, **SARASOTA** comes in white reversed calf with Turfian calf trim and Cuban heel. Dainty cut-outs and perforations.

Dignified braid trim sets off **VANESSA'S** classic lines. White crushed kid Vitality step-in with clever bow and vamp insert. Continental heel.



DON'T SPOIL YOUR COCKTAILS!



Regular
Alcohol 15.95%
by vol.

Extra Dry
Alcohol 16%
by vol.

Plenty of Martini & Rossi Vermouth available at no increase in price!

FINE VERMOUTH is still easy to buy. For there's a steady flow of the world-famous Martini & Rossi brand to this country. And this outstanding Vermouth is available at no increase in price!

For years, Martini & Rossi Vermouth has been made in many independent plants throughout the world. But no matter where it's produced, every bottle is made in strict accordance with the renowned, carefully guarded Martini & Rossi formula.

Hosts who have a reputation for good cocktails know that it's the Vermouth that gives a cocktail flavor. You use only a small amount per drink, so it's smart to get Martini & Rossi—America's favorite Vermouth!

**Both Regular (for Manhattans)
and Extra Dry (for Martinis)
AVAILABLE.**



VERMOUTH
GLASS

6 for \$1.25;
12 for \$2.00—
postpaid. W. A.
Taylor, Dept. L-1,
Rockefeller Plaza,
New York City.

W. A. TAYLOR & CO., N.Y. Sole Agents—Established 1888

AIRLINE STEWARDESS (continued)

aboard disguised as a Mr. Machenheimer, thanked Joan for protecting his incognito. Another time the plane had nine famous people including Amos, Andy and Ted Husing. Joan found this trip less memorable than one to Boston on which she had five men named Smith on board at once, a coincidence which still amazes her.

When Joan began flying, passengers were more scary than they are now and got airsick more often. Such mishaps are rare nowadays but when they occur Joan provides a container, cleans up the patient's clothes with deodorant and waves some ammonia under his or her nose. Sometimes an overtired executive is affected by the altitude but a whiff of oxygen makes him feel better. Joan doesn't have much trouble with drunken men because drunks are not allowed to get aboard. If she wants to, Joan can put off any passenger who seems too much under the weather. She won't permit anyone to drink on planes—it is against CAA rule—and takes bottles away if she sees them.

She avoids amorous passengers

Something about plane rides gives some men the irresistible temptation to slap a stewardess' backside as she walks by. Joan has been thus slapped a couple of times but she paid no heed. The airline's rigid rule states: "Over-amorous passengers should be carefully avoided."

If planes are grounded en route, Joan has to see that her passengers are taken to trains or to hotels and comfortably disposed. If a trip is behind schedule, Joan makes efforts to entertain them. This usually isn't hard because passengers, once they get to know the stewardess, are as eager to please her as she is to please them. Sometimes, however, the girls have to be especially ingenious. One of Joan's friends had a restless planeload of men in a ship which was hovering over Newark waiting for the ceiling to lift. She started a crap game and by the time the plane landed had lost \$3.

Stewardesses seldom make dates with passengers and the airline never gives out their phone number. The airline does not forbid a stewardess to go out with a pilot, but discourages their being seen together in uniform in public places. A fair number of the girls marry pilots and airline personnel. More of them marry doctors they knew as internes back in the hospital. Only a few marry passengers. The marriageability of stewardesses is extremely high. Although the rule is expensive, American Airlines refuses to employ married stewardesses, finding a) that their jobs disrupt their domesticity and b) that disrupted domesticity impairs their work. Stewardesses make good wives. They settle down quickly to home life and usually have a baby after the first year or two. So far as American knows, none of its stewardesses has been divorced.

At 28, Joan Waltermire has most of her career behind her. American Airlines doesn't like to keep stewardesses after they reach 30 and there is no other airline job that Joan would like. Joan says she will get married in good time, meaning her own good time. Meanwhile, she likes things as they are. She loves the sensation of flying and still catches her breath when she sees the slanting sun shining on clouds below the plane. They look, she says, like pink spun-sugar candy.



At home alone, Joan snuggles up in a comfortable chair and catches up on her magazine reading. She is supposed to be well informed, able to discuss business or baseball or bombings with passengers. But she is not supposed to get into arguments with them.

Talk Lockheed with a military pilot...

or *any* pilot for that matter. Pilots *know* airplanes. They've got to, because that's their business. And they'll tell you Lockheeds have what it takes!

All over the world you'll find Lockheeds "doing a job" and doing it well. For peace or military use they're proving their stamina, their speed and their "pilot appeal." The Lockheed Hudson was originally designed as a peace-time transport, but now, adapted as a bomber,

it has distinguished itself for valor with the R.A.F. in England.

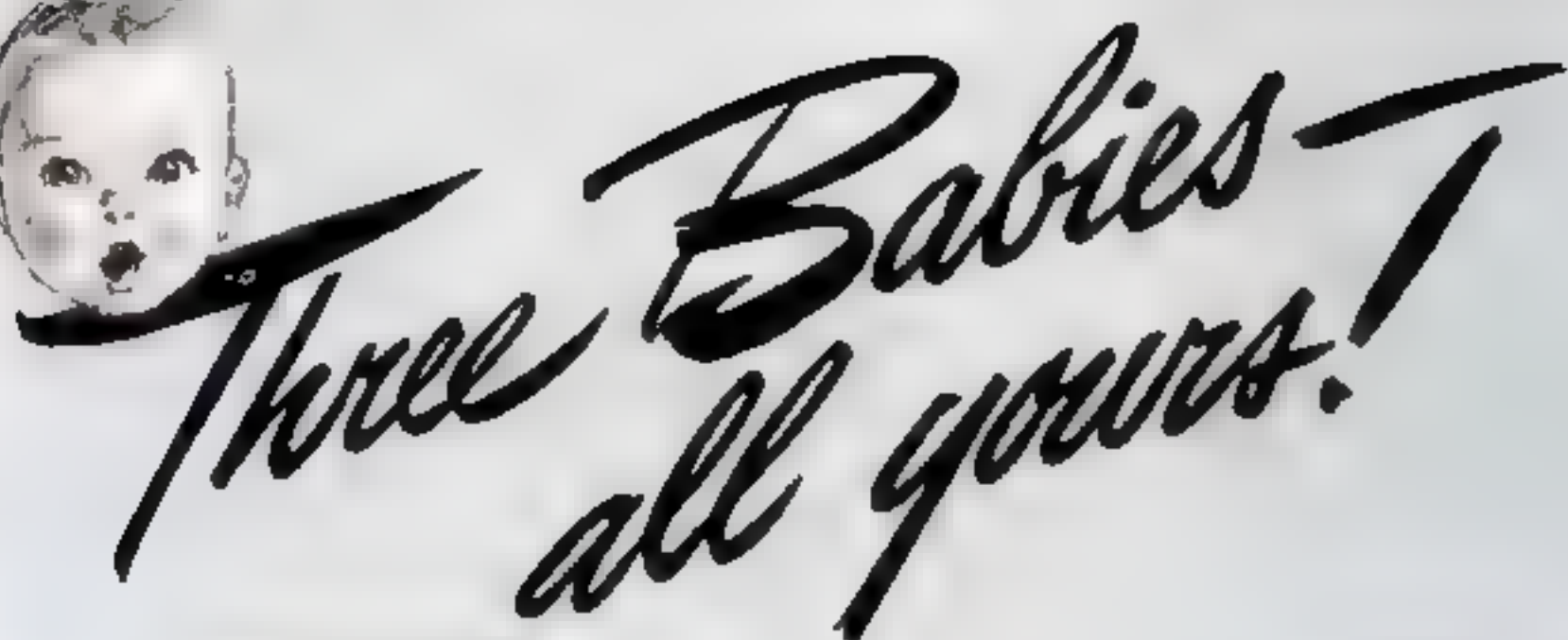
Down in the Tropics, another Lockheed serves in the colonial defense of the East Indies. The Tropics are tough on airplanes. Landing fields are often small and rough. Improved airdromes are few and far between—but there as well as here, Lockheeds have proved themselves staunch...sound...and adaptable to every flying need. That's why we say—

**... for Protection today
and Progress tomorrow**



LOOK TO *Lockheed* FOR LEADERSHIP





Mrs Dan Gerber



Cereal usually starts at just a few weeks, but ask your doctor. Gerber's is strictly a dietitian's cereal for babies. It's enriched in iron and Vitamin B₁₂, essentials needed in generous amounts. It's *very* easily digested. And it has the flavor and smooth, creamy consistency babies go for. Pre-cooked, ready-to-serve; simply mix with warmed-up milk or formula.



Gerber vegetables are not only properly strained—they're properly grown. Meaning they're *home-grown* from selected seed specially for babies. Harvested at the right hour, rushed to the cookers garden-fresh, and tenderly, thoroughly cooked without pouring off the mineral-laden juices. Baby has his choice of 15 varieties: 2 soups, 7 vegetables, 5 desserts.



When baby's up to Junior Foods, you'll be up to appreciating Gerber's same-size, same-price can. It's both handy and economical. You can make the change-over gradually by mixing them together in your multi-unit purchases. And the size is right for an average serving, which helps eliminate the leftovers problem. 10 delectable varieties including chopped vegetables.



Gerber's *Baby Foods*



A truly nourishing cereal food developed especially for babies & the young. Enriched in the important iron and Vitamin B.



Apricot and Apple Sauce	Apple Sauce
Asparagus	Beets
Butter Pudding	Green Beans
Soup with Vegetables	Mixed Vegetables
Peas and Pineapple	Peas
Prunes	Spinach
	Vegetable Soup



Vegetable & Beef	Vegetable & Lamb
Vegetable & Liver	Chicken, Bird, Celery
Creamed Potatoes	Chopped Spinach
Chopped Green Beans	Chopped Car-
rots	Pineapple Rice Pudding
Prune Tapioca Pudding	Apple-

For handsome
silver plated baby
spoons, send 10¢
plus. Labels or box
taps from Gerber's
Baby Foods. Print
your name and
address in margin
Gerber's, Dept 14,
Fremont, Mich

"From a few weeks to a few years"

NATIONAL BABY WEEK • APRIL 28 - MAY 3

LEG PICK-UP

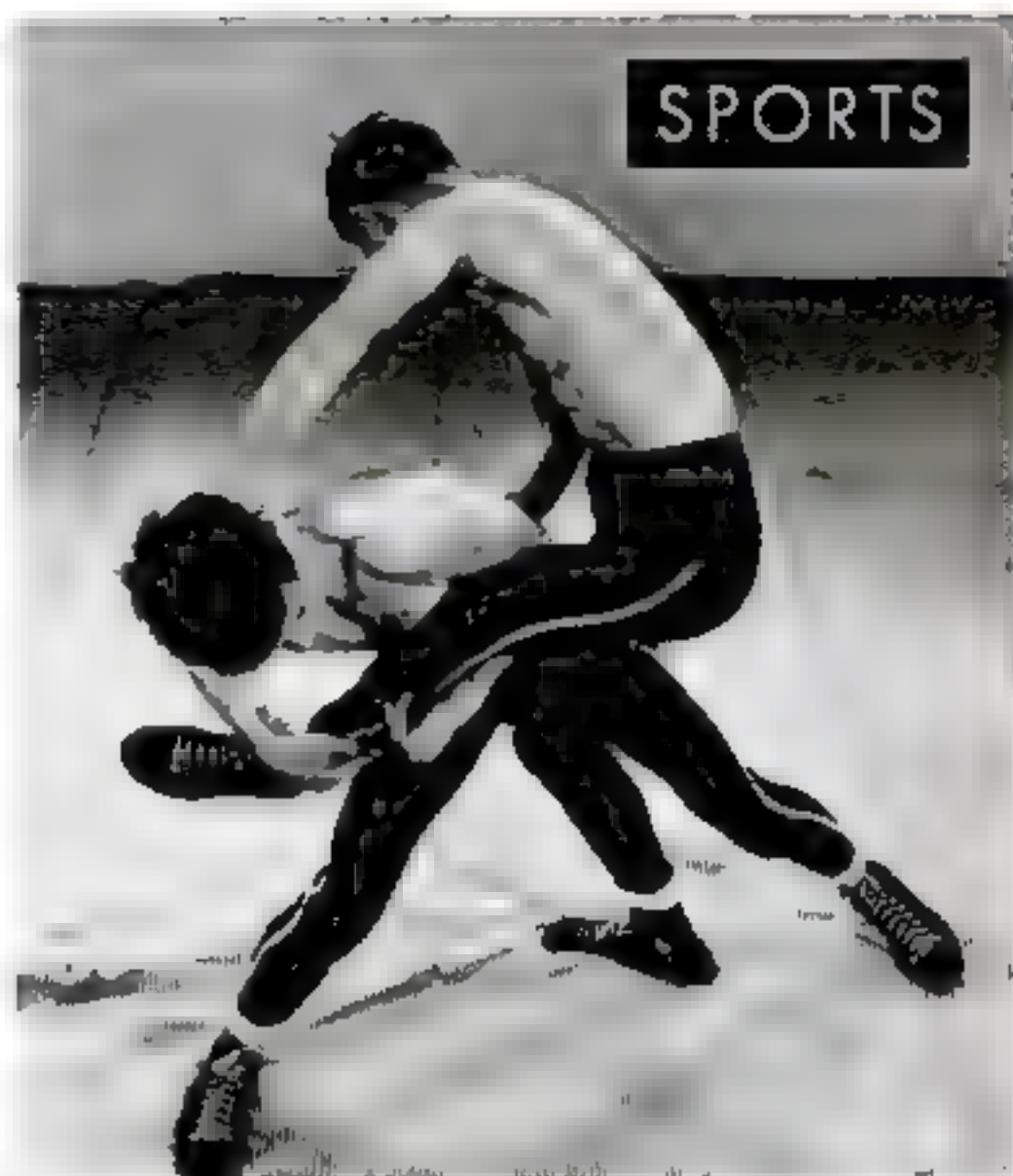


Leg pick-up starts with Cut grabbing Bo's ankle, pushing him in the midriff with hand. This is hard to get and requires speed.



Cut tips Bo off balance by lifting his leg high. He keeps pushing him with his hand. Bo tries to obtain a hold on Cut's head.

SPORTS



Bo starts to fall to the mat. This is an effective hold since the victim is usually momentarily stunned by fall and is easily pinned.



OKLAHOMA WRESTLING TWINS WIN COLLEGE TITLES

Wrestling, one of the oldest sports, has so degenerated for the most part that it is now little more than a pre-arranged farce performed with gruesome gestures by weirdly costumed clowns. Professional wrestling is so absurd that it currently has some 13 world heavyweight champions. There are, however, some 10,000 honest amateur wrestlers.

On these pages Burl ("Bo") and Merle ("Cut")

Jennings, twin brothers from Tulsa, Okla., demonstrate some of the legitimate holds used in college and A. A. U. meets. In Oklahoma, U. S. wrestling center, wrestling ranks next to football and basketball in high-school sports. Bo wrestles at 128 lb., Cut in the 121-lb. class. Wrestling for Michigan State, they recently won collegiate titles in their respective weights, got to the finals in the A. A. U. meet.

WRIST LOCK



Wrist lock is hard hold to break. Here Bo (foreground) gets the hold on Cut. He uses his hips and widespread legs as solid base.



Wrestlers switch positions. Bo has rolled around to keep Cut from breaking hold. Note that Cut has tried to get same hold.



Cut is pinned down. Bo has effectively applied crushing pressure to his brother's arm. No really punishing holds are permitted.

SPLIT-CROTCH HOLD



Right leg hooked through his brother's legs, Bo rolls him over on back for crotch hold. Neither boy has ever been badly hurt.



Both legs gripped in an unrelenting hold, Cut feels the pressure. Both boys use leverage method, capitalize on opponent's errors.



Pinned to mat, Cut registers pain. Strong pressure applied to the chest area keeps the victim from arching his back off the floor.



What Other Cigarette Has All 5?

DOMINO

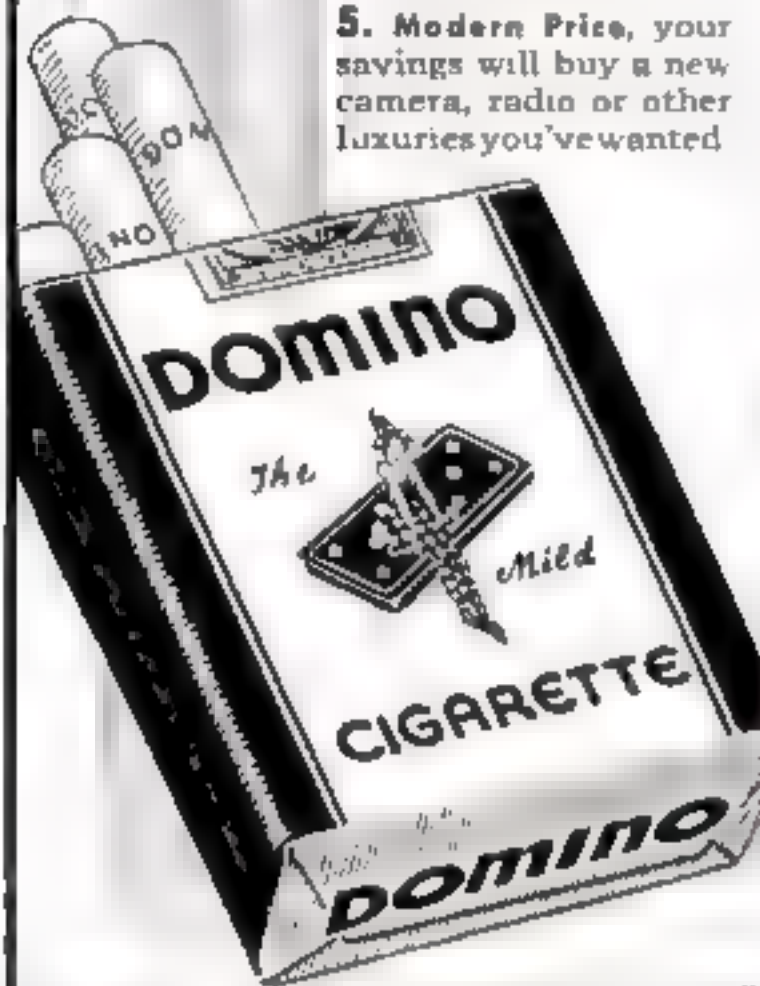
1. A Quality Blend of choice mild-smoking imported and domestic tobaccos.

2. Firmly Rolled to better filter the smoke

3. Vacuum-Cleaned to remove small tobacco particles.

4. Rolled in expensive Champagne Paper

5. Modern Price, your savings will buy a new camera, radio or other luxuries you've wanted



"AMERICA'S BEST CIGARETTE BUY"

AMERICA'S FINER BICYCLE



the 1941 ROADMASTER

SMARTLY STYLED—SAFER RIDING

MASTER WELD BEAUTIFUL TWO-TONE FRAMES make the Roadmaster 100% stronger "without a comeback."

SHOCKMASTER FORK gives easy, full float, automobile ride

SMART ACCESSORIES—Beautiful luggage carrier has built-in twin electric tail lights visible on sides and rear. Rear fender extended safety reflector—modern ball-shaped, far reaching electric headlight

Send for descriptive literature

The CLEVELAND WELDING Co.
West 117th St. at Berea Rd., Cleveland, O
New York Office: 19 West 24th Street

HALI NELSON



Half-nelson and crotch holds are the most common pinning holds. Here Cut (on top) is in "referee's" position as he maneuvers for hold on Bo.



Using Bo's shoulder as base for good leverage, Cut gets a half nelson on his brother by hooking his right arm around Bo's neck, applying pressure.



Cut rolls Bo over on his back, uses his weight to pin his shoulders on mat. Michigan State had had only one champ before the twins entered.

YOU NEVER NEED TO SCRUB TOILETS



Be sure of a glistening, sanitary toilet bowl but don't slave to have it! Let Sani-Flush do the work. This scientific compound quickly removes rust, stains and unsightliness. Even cleans the hidden trap!

Use Sani-Flush twice a week. It cannot injure plumbing connections or septic tanks. (Also cleans out automobile radiators.) Directions on the can. Sold everywhere—10c and 25c sizes. The Hygienic Products Company, Canton, Ohio.



FOR 29 YEARS
SANI-FLUSH HAS
CLEANED TOILET BOWLS
WITHOUT SCOURING



Rust dulls razor blades quickly! A drop or two of 3-IN-ONE Oil applied to the edges after shaving prevents rust—lengthens blade life! Get it at Hardware, Drug, Grocery, 10¢ Stores

3-IN-ONE OIL

CLEAN YOUR UPHOLSTERY & RUGS WITH

CARBONA SOAPLESS LATHER

Even the best soaps—or cleaners containing soap—leave sticky soap scum that collects soil, fogs colors. Use the new modern Carbona Soapless Lather—cleans better, easier, leaves no soap scum, brightens colors. 25¢ bottle cleans 2 chairs and sofa or 9x12 rug. At 5 & 10¢, drug and department stores. Also makers of "Carbona Cleaning Fluid" CARBONA PRODUCTS COMPANY, 304 W. 54th Street, N. Y. C.



The Browns Discover
the "33 to 1"
**GOOD NEIGHBOR
POLICY...**

MOVING'S A NIGHTMARE! I'M SO TIRED I'D TRADE EVERYTHING FOR A GLASS OF BEER!

EASY THERE NEIGHBOR! WE WERE JUST HOPING YOU'D JOIN US IN A SANDWICH AND A GLASS OF "33 TO 1"!

THIS IS MIGHTY FRIENDLY OF YOU, JONES! BUT WHAT'S THE "33 TO 1" ABOUT?

IT'S **PABST BLUE RIBBON**... 33 FINE BREWS BLENDED TO MAKE *ONE* GREAT BEER! YOU'VE GOT A *TREAT* COMING!

SAY, THIS IS THE ONLY GOOD THING THAT'S HAPPENED ALL DAY! SMOOTHEST BEER I EVER TASTED!

THAT'S BECAUSE IT'S BLENDED LIKE FINE COFFEE AND CHAMPAGNE! HOPE YOU'LL ENJOY IT WITH US OFTEN!

THAT NIGHT

DID YOU EVER KNOW SUCH FRIENDLY NEIGHBORS? SHE ASKED ME TO MEET HER FRIENDS AT LUNCHEON!

THAT JONES IS A GRAND FELLOW. HE CERTAINLY DESERVES A BLUE RIBBON FOR HIS HOSPITALITY!

IT PAYS TO FOLLOW THE "33 TO 1" GOOD NEIGHBOR POLICY. YOU WIN A BLUE RIBBON FOR FRIENDLINESS EVERY TIME!

**3 FINE BREWS BLENDED
TO MAKE ONE GREAT BEER!**

...IT'S SMOOTHER...IT'S TASTIER
...IT NEVER VARIES



... with a
Blue Ribbon
on it

For the full
or combi-
bottle, handy
cans, and on
draft at better
places every-
where.

When you serve Pabst Blue Ribbon, your guests enjoy something found in no other beer: a blend of 33 fine brews to make *one* single glass! Like the finest champagne, or your favorite coffee, it's *expertly blended* to make it SMOOTHER...TASTIER...ALWAYS THE SAME! Today—give your neighbor a Blue Ribbon treat. Let him discover how delicious a beer can be when it's blended "33 to 1"!

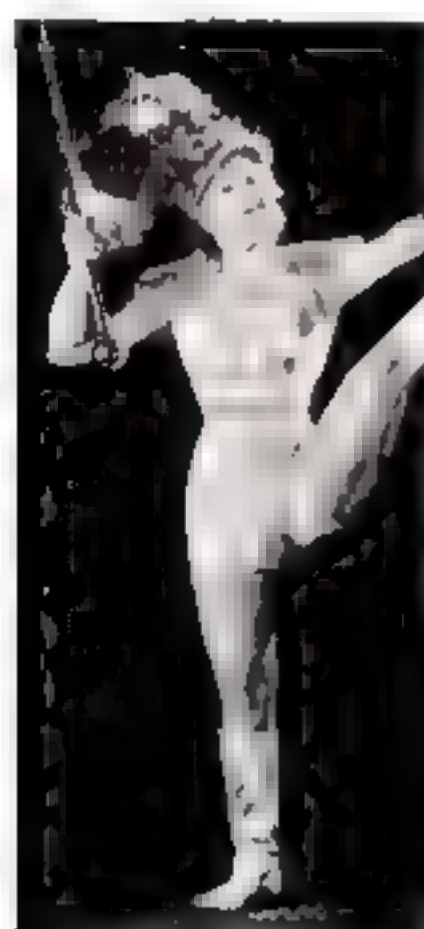
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*Patented contour-crotch
can't bunch or bind.

The Pantie-Girdle that bends over backwards to fit from any angle!

Maybe you *can't* do a cartwheel, but it's mighty comforting to wear a pantie-girdle that *could*! Sport-Tights fit to beat the band in any position! • They give you glorious freedom at work or play. Just a smooth stretch of cool, absorbent *Len-O-Lastic* elastic fabric, they firm you up and hold you in with nary a bone. Can't pull or bind, sitting, bending, exercising. Thoughtfully made with extra leg-length, to combat chafing. Garters detachable, of course.



You buy Sport-Tights by *hip* measure, and wear them resting low . . . not yanked up over the waistline. You'll find them at corset and knit underwear departments. \$2 for hips 34, 36, 38; \$2.50 for hips 40 and 42 . . . yes, Sport-Tights give adequate support for a 42 hip!

Sport-Tights launder as easily as our Drum Majorette does her high kicks!

(Order by mail if you can't find Sport-Tights nearby)
SIL-O-ETTE UNDERWEAR CORP., 29 West 30th St., New York, N.Y.

My waist measure is _____ Hip measure (widest part) _____

Enclosed is \$2.00 (Hip size 34, 36 or 38); \$2.50 if Hip size is 40 or 42

Send Sport-Tights in white _____ tan _____

(Write your name and address in margin below)



HIP LOCK
Hip lock is hard to get on opponent, and is seldom seen in major bouts. Neither of the twins strikes, or tries nor pretends to wrestle professionally.



CUT
Cut is hurled high over his brother's hip, will be slammed down hard on canvas. Bo is well balanced on his feet, gets a strong base with good



HARD FALL
Hard fall on mat will stun or jar Cut long enough for Bo to get pinning hold. Bo's knee should touch mat before Cut's body to make fall legal.

6 MONTHS OLD ...and he's never worn a diaper!



Long before he was born, his modern mother decided that "diaper drudgery" was old-fashioned! HER baby was going to have a fresh, new, never-used-before pad for *every* change.

Kleinert's PAD PANTS are made of SOFTEX—soft, sheer, cool fabric waterproofed WITHOUT rubber. They weigh less than an

ounce. And the disposable PADS are super absorbent cellulose with a special top tissue that CANNOT CHAFE.

PAD PANTS are better for baby, and lots easier for mother—they really SOLVE the Diaper Problem! PAD PANTS are 60¢ and Re-fill Pads are 75¢ for a big package of 4 dozen.

Prices slightly higher on the Pacific Coast and in Canada—TORONTO • NEW YORK • LONDON



LAY BABY DOWN on something flat. Unpin PAD PANTS and put safety pins beyond reach of grasping little hands.



SLIP FRESH RE-FILL PAD into PAD PANTS. Adjust pants by pinning waistband snugly. Baby is dry and comfortable. Clothes are fully protected.



FLUSH AWAY SOILED PAD in the toilet. Re-fill PADS are COMPLETELY DISPOSABLE. Baby gets a fresh, never-before-used PAD for EVERY change.



ANOTHER WAY TO SAVE LAUNDRY!

You can place baby directly on his *Dry-Downe crib sheet—thus saving a lot of needless laundering. Dry-Downe is soft as baby's own skin and comfortable even when wet. It's absorbent, waterproof and guaranteed BOILABLE! \$1.00 in crib size.

Kleinert's

*T.M. REG. U. S. PAT. OFF.

*** SOFTEX PAD PANTS
WITH DISPOSABLE PADS**



BARNACLES ARE AN UNSOLVED PROBLEM

BARNACLE, REMOVED FROM SHELL, IS HERE MANY TIMES ENLARGED. TENTACLES (LEFT) PICK UP FOOD



Fouled stern of launch is demonstration of damage by marine organisms to operating efficiency. Heavy

encrustation obliterates carefully designed hydrodynamic surfaces of propeller blades, reduces propulsion.

Ever since the Phoenicians made the seas a highway for commerce, ship captains and marine architects have pondered a troublesome and insoluble problem presented by the strange creature shown many times enlarged in the picture above. It is a barnacle. In nature it is housed in a chalky shell which, encrusting ship bottoms, multiplies the sea's resistance to the ship's passage. First recorded effort to solve the problem was that of Archimedes, who designed a lead sheath for wooden ship bottoms, to no avail. The launching of iron hulls has left the situation unchanged. Within six to eight months out of drydock, an average modern vessel is fouled by a "sea mat" of marine plants and animals that measures from 3 to 4 in. thick, weighs up to 100 tons, and reduces operating efficiency by as much as 50%.

The list of common fouling organisms includes the major families of barnacles, algae, hydroids, oysters, Bryozoa and sea squirts. Worst offenders are barnacles, responsible for more than half the damage. To discourage them, an endless series of poison paints and varnishes have been concocted, tried and invariably found useless. Modern line of attack is to find a deterrent by studying the laws that govern barnacles and other organisms in the process of ship-fouling. Most elaborate was the work of J. Paul Visscher of Western Reserve University, undertaken for the U. S. Navy. It was discovered that the organisms are negatively phototropic; that is, they flee light, infesting the shadowed stern run of vessels, where they do heaviest damage by encrusting shafts, struts and propeller blades. Light-colored paints, therefore, promised to be mild deterrents, though there are as yet no light-colored paints that will withstand corrosion by sea water.

Another factor governing the attachment of fouling organisms is the discovery of Charles Marc Pomerat of the University of Alabama. At the United States Bureau of Fisheries laboratory, at Pensacola, Fla., where these pictures were taken, he found that fouling organisms are also negatively geotropic, that they react negatively to the pull of gravity, and attach most heavily to the underside of horizontal surfaces. This means that ship bottoms, particularly the more horizontal undersurfaces of their sterns, will always be especially attractive to barnacles and their fellows.

CONTINUED ON PAGE 11



TEAMING UP

for Aircraft Engine Production

WITH its own production of Pratt & Whitney aircraft engines already increased tenfold, United Aircraft is cooperating with two great automobile manufacturers to increase production still further. Ford and Buick have volunteered to manufacture these engines during the emergency; United Aircraft has volunteered to show them how.

Ford and Buick have been furnished engine designs and specifications, and also complete details of Pratt & Whitney manufacturing processes. These proven processes have been adopted by Ford and Buick for their new engine factories.

United Aircraft salutes these two great companies and is proud to play its part in the typically American teamwork that is helping to make the nation invincible—on land, on sea, and in the air.

UNITED AIRCRAFT CORPORATION
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PRATT & WHITNEY
ENGINES



VOUGHT-SIKORSKY
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HAMILTON STANDARD
PROPELLERS



Doesn't she know about SELF-SEAL?

FREE — For a free sample, full-size package of Self-Seal Envelopes and white linen note-paper to match, send your name and address and name of your stationery dealer to United States Envelope Co., Dept. D, Springfield, Mass. Include 3c to cover postage.

If you don't like the idea of licking the flap of an envelope, why do it? Use Self-Seal Envelopes!

These new envelopes seal themselves. Like this — first you lift the lower flap up and then you press the upper flap down. Easy, isn't it? And it's easy to get Self-Seals too. You'll find them where stationery is sold, and at a price to match your ideas of economy. Available, too, in boxes of Kellogg's Fine Writing Papers — also in commercial form for office use.



SELF-SEAL ENVELOPES

A Special Preparation for the one man in 7 who shaves daily

It Needs No Brush— Not Greasy or Sticky

Modern life now demands at least 1 man in 7 shave every day. This daily shaving often causes razor scrape—irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like your wife's "vanishing cream"—not greasy or sticky.

BUFFER BETWEEN BLADE AND SKIN

You first wash your face thoroughly with hot water and soap to remove grit and oily sebum that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider forms a protective layer between the edge of your blade and the sensitive surface of your skin. It enables the razor's sharp edge to remove each completely softened whisker at the skin line without scraping or irritating the skin.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men in responsible positions—doctors, lawyers, businessmen and others who must shave every day—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

TRY A TUBE AT OUR EXPENSE—We're so positive that Glider will give you more shaving comfort than anything you've ever used that we'll send you a generous tube **ABSOLUTELY FREE**. No stamps—no cartons—no dimes. Just send your name and address to The J. B. Williams Co., Dept. CG-5, Glastonbury, Conn., and we'll send you a tube of Glider. On this **FREE** trial test, we rest our case entirely. Don't delay—send in a penny post card today for your free tube of Glider. Offer good in U.S.A. and Canada only.

Everett D. Hullburt

PRESIDENT

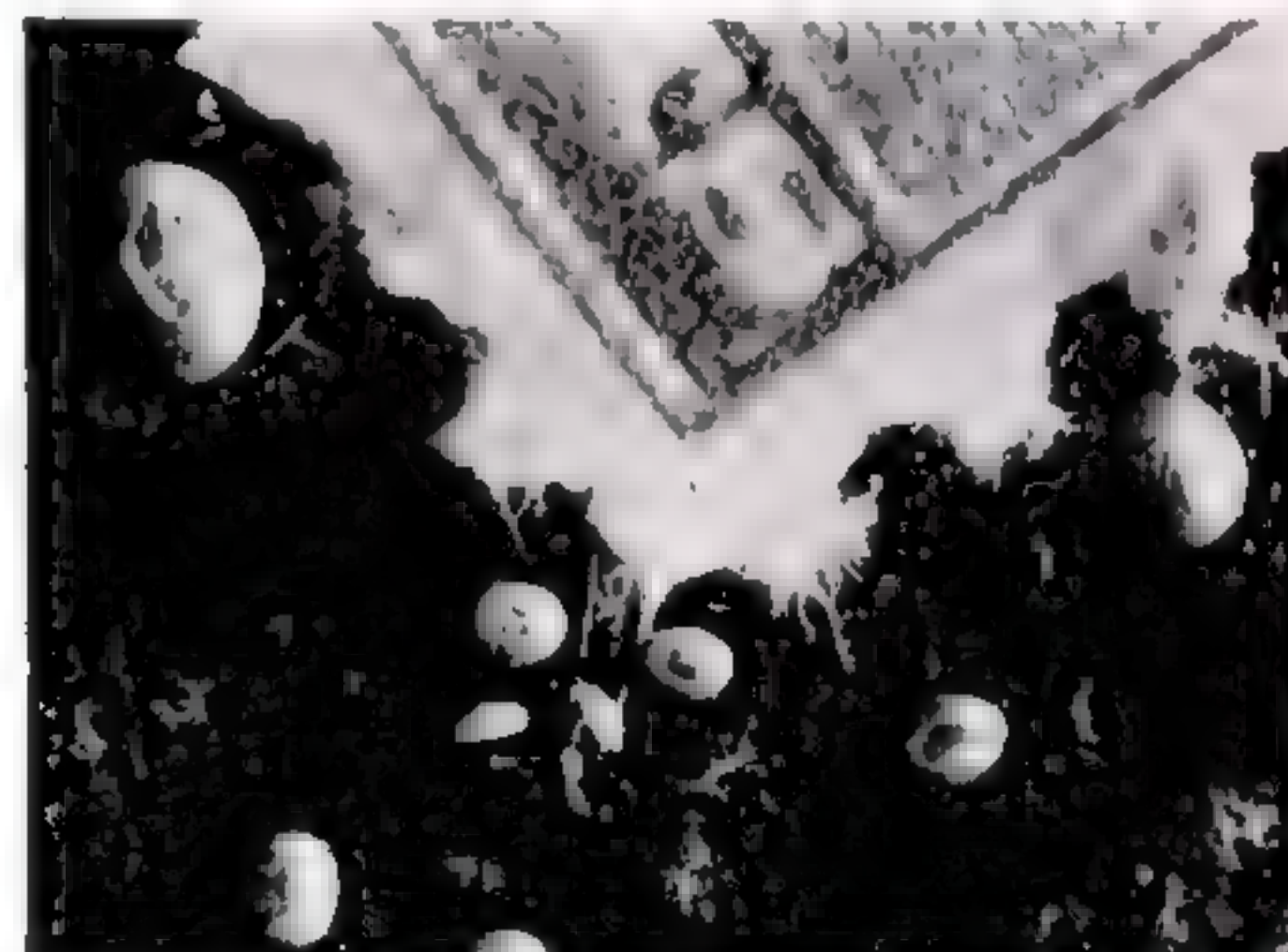
Barnacles (continued)



Barnacles encrust bottle in laboratory observation aquarium. Barnacles are packed up by ships in port. Most die when ship goes to sea, but leave hard shells intact on hull.



Barnacle feeding extends feathery appendages to pick up organic material. Barnacle is described as an animal that "stands on its head, kicks food into its mouth."



Young barnacles are microscopic when they start building shell. At the corner of a much enlarged postage stamp are larvae not yet metamorphosed into barnacle form.

CONTINUED ON PAGE 125



The Sun never sets on **GILBEY'S** **GIN**

It gives you a deep sense of satisfaction when you order a drink "made with Gilbey's Gin" to realize that at the very same minute other men who know fine liquors are sitting at far-away windows with that same familiar Gilbey's bottle beside them. For nearly a century now, the sun has never set on Gilbey's Gin . . . because millions of men have found, as you will, too, that Gilbey's makes a great drink greater!

The INTERNATIONAL Gin

THE "INTERNATIONAL GIN"
DISTILLED BY GILBEY IN THE UNITED
STATES AS WELL AS IN ENGLAND,
AUSTRALIA, AND CANADA



Amazing, but True . . . This Letter From London

London, 16th October, 1940

DEAR MR. MACDONALD:

I thought you would be interested to hear of the remarkable way in which RED CEDAR SHINGLES are weathering the storm of war in this country.

I knew that RED CEDAR SHINGLES had come through hurricanes on the American Continent in a remarkable manner, and from our own experiences we know the tightness with which they hold down to a roof. But they have probably never before been subjected to such a tremendous strain and test as they have been put to here in the past two months.

The following letter is interesting. It was received today from a lady near whose house a land mine exploded. These land mines, as you probably know, are about 8' 6" high, 8' 6" long and 2' 9" wide, containing a ton of explosives. The blast is devastating. She writes:

A land mine fell on September 17 in a field opposite this house.

This is a rural district with widely scattered houses, about fifty were damaged, three almost shattered very close to this one.

The next house had its roof almost removed, yet you will be gratified to learn that the RED CEDAR SHINGLES on the roof have remained intact, although the internal damage is somewhat severe.

The local surveyor considers this a wonderful example of the solidity of Cedar Wood Shingles.

You will be glad to learn that RED CEDAR SHINGLES have contributed a very valuable function to the war effort. I only wish I could give you more details.

Yours sincerely,

I. J. O'HEA, Managing Director
W. H. COLT (London) Ltd.

The letter was addressed to A. G. MacDonald, publisher of the *British Columbia Lumberman*.

RED CEDAR SHINGLES have been tested by storm, hail, tornado, hurricane, earthquake, and now bomb concussion in war-torn England. They have proved their worth on the homes and barns of our forefathers, giving protection, shelter, insulation, and good appearance with economy. Our booklet, *Home Protection*, mailed for 10 cents in coin or stamps, gives the complete story of why the roof that built Pioneer America is the favorite today. Address Red Cedar Shingle Bureau, Seattle, Washington, U. S. A., or Vancouver, B. C., Canada.

Contractors on defense housing should investigate the merits of *Certigrade Red Cedar Shingles* for roofs and side-walls. Write or wire Red Cedar Shingle Bureau at above address and prompt service will be available.



Colonies of Bryozoa (moss animals) demonstrate the complexity of ship-fouling problem. Each colony originates from a tiny central larva, may reach a height of 8 in.



Star-shaped colony of Bryozoa, enlarged from picture above, identifies it as *Electra hastingiae*. Note barnacles (upper right and lower left) growing with Bryozoa colonies.



A PERFECT MATCH
and a
GLOVE-LIKE FIT



*That's Why
Millions Insist On*

Motorola Auto Radio

The Only Car Radio That Has
3-DIMENSION VITA-TONE

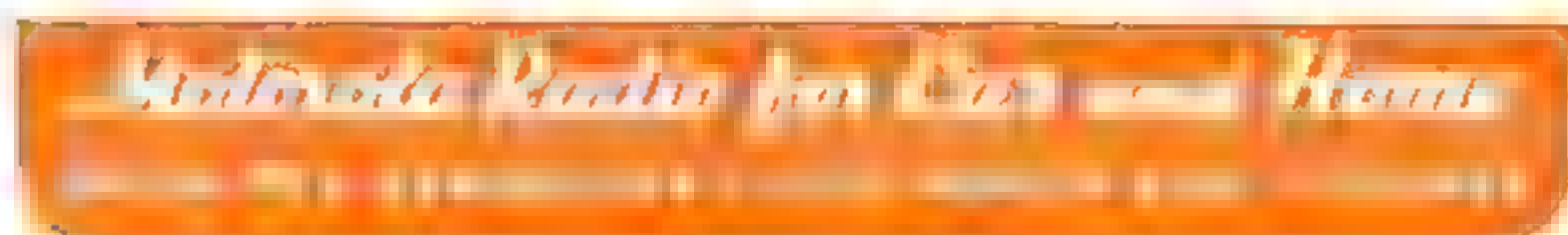


Old Car or New . . . big car or small, there is a Motorola that will perfectly Fit and Match your instrument panel. And THIS year as in every year past Motorola offers you something MORE in Auto Radio Performance. In VITA-TONE the speaker is matched perfectly to the acoustics of your car. This revolutionary development brings Voice and Music up to a reception level which is free and above wind rush and car noise. It really sparkles!

YOU'LL HAVE TO HEAR IT TO BELIEVE IT

Motorola with VITA-TONE gives you *every* musical note, *every* spoken word, *every* whisper with crisp definition and studio audience fidelity. For the only 3-Dimension Auto Radio performance with Depth, Brilliance and Perspective

SEE YOUR DEALER FOR A FREE DEMONSTRATION!





Life Goes to A Birthday Party

At Littleton, N.H. in honor of Bette Davis

Littleton, N. H. lies in the shadow of the White Mountains beside the Ammonoosuc River. Its good people make and market wheat, stoaks, razorstrops, bobbins, underwear, buckskin gloves and mittens. On April 5 little Littleton was wracked by the greatest social and economic upheaval in its placid history. For on that day the best known of Littleton's 4,571 citizens, Actress Bette Davis, was 33 years old. To avert the occasion Warner Brothers released her new picture, *The Great Lie*, and gave Littleton the glory of its premiere.

If you turn the page you will see pictures of all the crowds, banners, and parades. But first LIFE takes you calling at Miss Davis' home, Butternut, where for the last few weeks she has been resting between pictures, enjoying New Hampshire sun and snow and doing all the housework for her brand-new husband, Arthur C. Farnsey. Farnsworth, A native of Lowell, Mass., Miss Davis transferred her affections to New Hampshire as a result of skiing expeditions to Peckett's Inn at Sugar Hill, where Mr. Farnsworth worked. Summer before last she bought Butternut atop Sugar Hill and began ornamenting it with early American furniture and modern American plumbing. Last New Year's Eve Miss Davis and Mr. Farnsworth were married.

Never a devotee of Hollywood society, Miss Davis supremely enjoys her Yankee house, Yankee husband, Yankee neighbors. Littletonians have been friendly, inquisitive and amiably responsive to her terrific interest in community affairs and community gossip. The birthday gifts she most appreciated were cookies, candy and preserves bestowed on her by Littleton people. Butternut Miss Davis keeps jealously to herself. It is open to friends and neighbors, but not to photographers. The picture opposite is the only one Miss Davis would permit inside her beloved house. The badge on her breast signifies that she is a deputy sheriff of Grafton County, N. H.



Birthday Girl Davis goes to work on one of several cakes she received in course of day. This one appeared during dinner with her neighbors, the Bob Pecketts. Littleton's undertaker gave her a bag of butternuts.



Bette's "Butternut" is planted atop Sugar Hill, amid 100 acres of wooded land commanding superb view of the Presidential Range. Here she and Farney disport themselves in back yard.



The Arthur Farnsworths stack birch logs. For several weeks they did all the work around Butternut. Only in the last busy days before the premiere did they break down and hire help.

A tasty way to get
VITAMIN B₁
as NATURE provides it
 and with it, Whole Wheat's
 7 other needed food values



When Vitamin B₁ is lacking the appetite lags, science proves.



A daily supply of Vitamin B₁ helps convert food into energy.



Food authorities say that Vitamin B₁ is essential to growth.

MORE than 1/3 to nearly half the average daily requirement of Vitamin B₁ comes to you in 2 National Biscuit Shredded Wheat with a cupful of milk. And in this tempting, oven-crisp breakfast you get *seven other important food essentials* as well. (See the panel below.)

From the wheat fields of America, in Nature's own way, come the fresh,

nut-like flavor and the well rounded nourishment of whole wheat. These tender biscuits are 100 per cent whole wheat, with the *wheat germ* left in — softened in steam, pressed into strands and watchfully baked to a tender golden crispness.

It is a mighty tasty way to get Vitamin B₁, as Nature provides it. Ask for this grand, all-round cereal by its full name — National Biscuit Shredded Wheat, in the familiar National Biscuit package.

Baked by "NABISCO"
 NATIONAL BISCUIT COMPANY

*** Here's what you get in this grand-tasting breakfast**

in 2 National Biscuit Shredded Wheat served with a cupful of milk. Analyses show the following minimum nutrient content naturally present:

VITAMIN B ₁	1 1/3 the daily average requirement
CALCIUM	1 1/3 the daily average requirement
PHOSPHORUS	2 the daily average requirement
IRON	1 the daily average requirement

There is also a generous part of the daily energy requirement CARBOHYDRATES and PROTEINS and other nutritional necessities including VITAMIN A and VITAMIN C.



Birthday Party (continued)



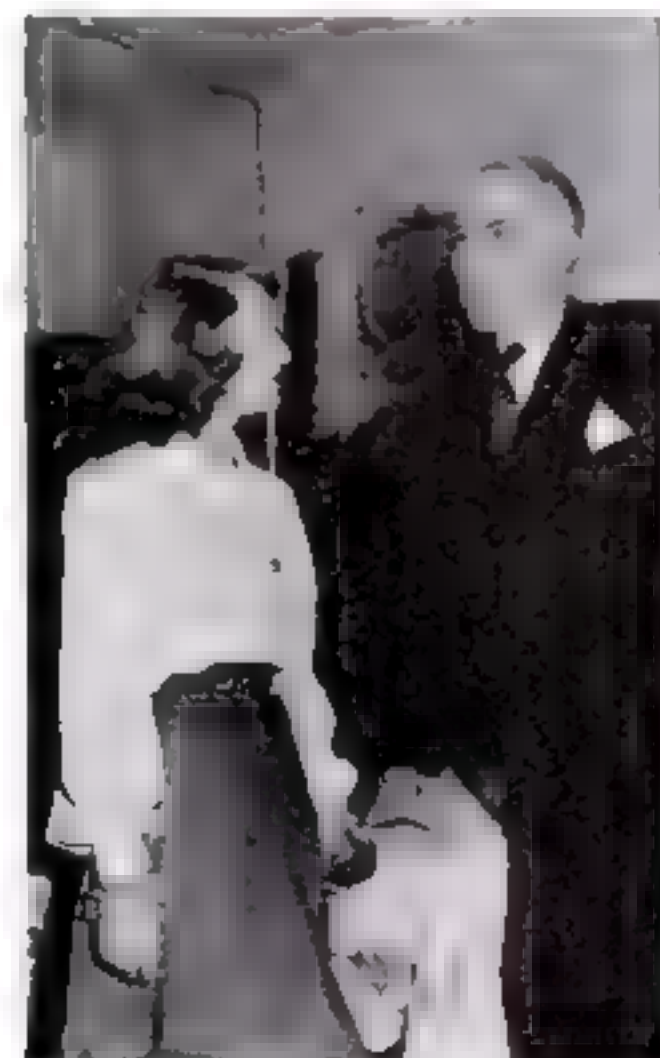
Main Street of Littleton, N. H. is decked with bunting, banners and birthday greetings on the day of the premiere. At far end is the theater where movie was shown.



"I'm Hungry for New Hampshire," dedicated to Bette, is sung by Ruth Lakeway.



A Birthday ballet is rendered by nervous Shirley Walters of Littleton, aged 3.



The Governor of Vermont, William H. Wills, chats with Bette at cocktail party.



Governor of New Hampshire, Robert O. Blood, leads grand march with Bette.



Enthusiastic fans jam Main Street during the mammoth torchlight procession. As Bette entered theater local cops and State troopers had a tough time curbing crowd



After the premiere Bette and husband dance at the Birthday Ball in Town Hall. She spent most of the evening in the dressing room with friends, later led square dances.



Swamped with presents, the Arthur Farnsworths finally shake reporters and make a quick getaway back to Butternut. She is carrying cherished antique porcelain gift.

**YES, MA'M! LOG CABIN'S
GOT REAL OLD-FASHIONED
FLAVOR!**



LOOK...JIMMY
HEARD ME SAY
THAT LOG CABIN
HAS THE SAME
OLD-FASHIONED
FLAVOR IT HAD
WHEN I WAS
A KID!

GOOD FOR HIM!
BUT SUPPER'S
READY, AND
I NEED THAT
SYRUP FOR OUR
WAFFLES



MMMM! IT TAKES REAL
LOG CABIN TO PLEASE A MAN!

THAT'S RIGHT, SON!

AND TO PLEASE A WOMAN
...THERE'S NOTHING LIKE
LOG CABIN'S NEW LOW PRICE!



WHAT WE DO TO GIVE YOU THAT OLD-FASHIONED FLAVOR:

Well, folks, we start with an old-fashioned recipe that calls for a careful blend of pure cane sugar syrup and rich maple syrup. And we use not just one kind of maple, but TWO kinds. The mellow, golden New England maple . . . and rich, flavory maple from trees 'way up north in Canada.

Then, we blend these maple syrups with just the right amount of cane sugar syrup to give that famous flavor. We blend them the good old-fashioned way, too—in small batches.

You and your family will enjoy the real, rich, old-fashioned flavor of

delicious Log Cabin Syrup
—try it! You'll find it is now
selling at the lowest price ever!

And now warmer weather is here . . . try these new spring and summer ideas

Your family will enjoy these delicious treats now and in the warmer summer months to come!

For Sunday Night Suppers or meatless meals—serve piping-hot waffles and Log Cabin Syrup with a crisp salad!

Fruit Cup. Try sweetening fruit cups with Log Cabin Syrup—delicious!

Log Cabin Custard. Sweeten the custard with Log Cabin Syrup—use ½ cup syrup, 2 eggs and 1¼ cups milk.

Sundae Sauce. Add ¼ cup chopped walnut meats to 1 cup Log Cabin Syrup and pour over ice cream or pudding.

Log Cabin Mayonnaise for fruit salad. Fold 1 tablespoon Log Cabin Syrup into ¼ cup mayonnaise and ¼ cup cream, whipped.

The Log Cabin People

Another grand
idea for spring
and summer—
French Toast and
Log Cabin Syrup.



3 SIZES:

Table, Family,
Jumbo - Economy

A Product of
General Foods

If you would find refreshment

That's on a higher scale,

Just take a tip, and take a sip

Of Clicquot ginger ale!



PALE DRY GINGER ALE ★ GOLDEN GINGER ALE ★ SPARKLING WATER (SODA)

In full, 32-ounce quarts and smaller sizes

PICTURES TO THE EDITORS

HOWARD'S HUTS

Sirs:

The shacks in these pictures were built by my son Howard (encircled) during the five successive summers of his sixth to tenth years. Working with his gang on

the vacant lot next door, he progressed from the lowly lean-to in the first picture to the two-story hut with dormer window shown in the last. The total cash outlay each summer was 10¢ for nails.

J. H. EDWARDS
Huntington, W. Va.



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62 LBS. OF TYEE



Two hours and twenty-six minutes of fighting glory... Big Tyee like this are every Angler's opportunity in B.C. and fishing clubs offer every facility and convenience. Write to the Government Travel Bureau, Victoria, B.C., for specific data.

British Columbia

NO RETURN DIFFICULTY
OR BORDER RED TAPE
(Bring Proof of U.S. Citizenship)

WAS I PROUD OF
MY WIFE WHEN THE
SALAD
CAME IN!



IT WAS THE DRESSING
THAT MADE THE HIT!
HERE'S HOW TO MAKE IT:

RUSSIAN DRESSING: 1 cup mayonnaise, 1/2 cup chili sauce, 1 tsp. French's Worcestershire Sauce, 1 tsp. Colman's (dry) Mustard, 1 tsp. salt, 2 tablespoons minced pimiento, 1 tablespoon minced green pepper, 1 tablespoon chopped pickle. Mix well, serve over hearts of lettuce, shredded cabbage or codive.



FREE RECIPE BOOKLET

Atlantis Sales Corp., Sole Distributor, 3390
Mustard St., Rochester, N. Y. Please send me
12 new Colman's recipes.

Name _____

Address _____

PICTURES TO THE EDITORS

(continued)

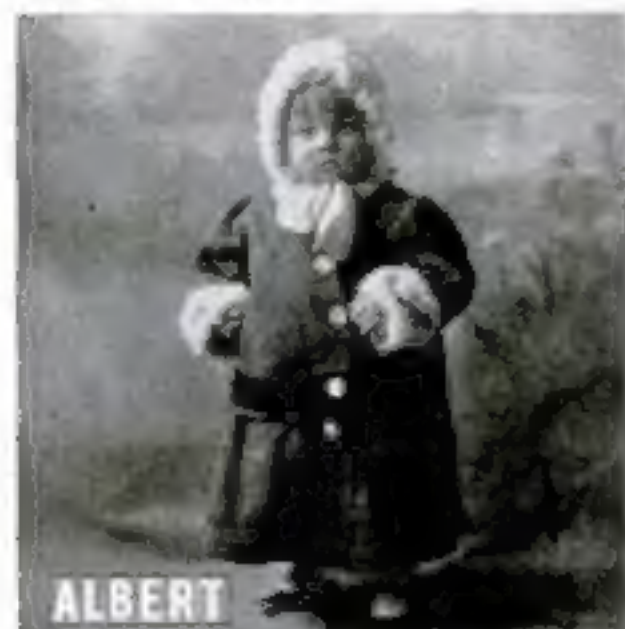
HAND-ME-DOWNS

Sirs:

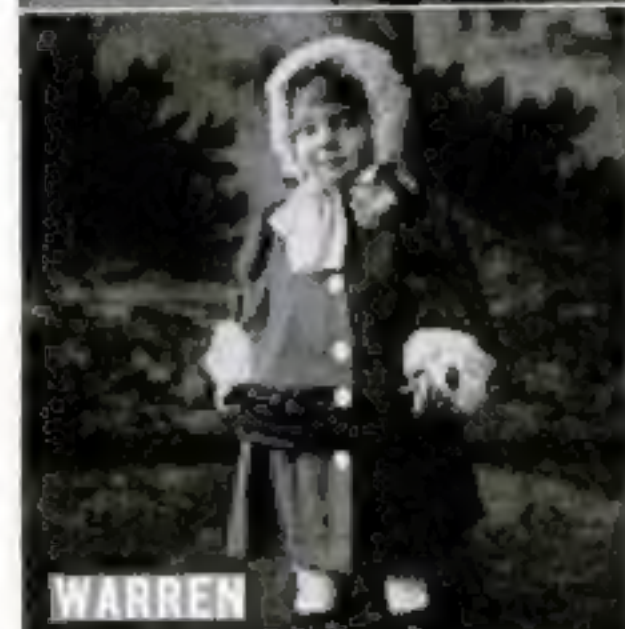
These pictures of the five children of Mr. & Mrs. A. C. Merboth, Glen Rock, N. J., were taken as each reached the age of 20 months. You will note that they wear the same bonnet, coat and shoes, still in the family's possession. Albert is now 28, Warren is 26, Lawrence 24, Howard 20 and Audrey 14.

LAWRENCE MERBOTH

Glen Rock, N. J.



ALBERT



WARREN



LAWRENCE



HOWARD



AUDREY

FIRST IN QUALITY • FIRST IN REPUTATION • FIRST IN POPULARITY* • SEIKISHI WHISKIES



OLD GRAND-DAD
Head of the Bourbon Family

*AMONG BOTTLED IN BOND

KENTUCKY STRAIGHT BOURBON WHISKIES



100 PROOF

One taste will tell you why!

National Distillers Products Corporation, New York

**HEY, SIS,
YOU THINK OF
THE GRANDEST
THINGS!**

Notes on Dole
Dole Pineapple Juice—tastes good—
swell flavor—fine for thirst. High
in quickly-available food energy.
A good source of vitamins B and C
and contains vitamin A. Convenient.
Just shake the can, open, pour.
Refreshing.

DOLE
PURE PINEAPPLE JUICE
UNSWEETENED
FROM HAWAII
CONTENTS 12 FL. OZ.

PICTURES TO THE EDITORS

(continued)

JEEP'S BUSY DAY

Sirs:

This little animal is known to scientists as a coati-mundi, a member of the South and Central American genus *Nasua*, of the mammalian family Procyonidae. Popularly he's known as a Mexican

honey bear. We just call him Jeep because he reminds us of Popeye's famed little mascot. These pictures show a day in Jeep's life in his new Miami home.

MARIAN H. LOWE
Miami, Fla.



JEEP POISES PRECARIOUSLY ON WASHTUB RIM TO GET MORNING DRINK



NEXT HE CLIMBS TELEPHONE POLE

HE GIVES CLOTHESLINE EXHIBITION



TERRIER FINDS JEEP A FINE PLAYMATE BUT TOO AGILE A WRESTLER



ALL TUCKERED OUT FROM HARD DAY'S PLAY, JEEP GOES TO BED

Personals

by the
"BAKER CHOCOLATE
GIRL"

(One of America's Most
Famous Trade-Marks)

THE BIGGEST NEWS in
desserts since the "Baked
Alaska" is "Chocolate
Chip Cookery"—those
amazing cookies and
cakes with crunchy chips
of delicious chocolate
baked right into them! They're so much the
age that if you haven't yet served some
to your family, you feel like a page out of
"Godey's Lady's Book!"



BAKER'S SEMI-SWEET CHOCOLATE is
made especially for this exciting new kind
of cookery. Not too sweet, but rich in color
and flavor as all Baker's chocolates are, it
is made to resist oven heat so that you'll
find the chips still whole and crunchy—
after baking.

Recipe for famous "Chocolate Chip
Cookies" is on the back of the package.
For additional recipes, write for FREE
folder entitled, "Chocolate Chip Cookery
Comes to Town." Address GENERAL
FOODS, DEPT. LM, BATTLE CREEK,
MICH.

It's a grand "eating chocolate," too—this
Jumbo bar of BAKER'S SEMI-SWEET
CHOCOLATE! Ask for it at your grocer's.

★



EVERY TIME you see a can of BAKER'S
COCOA on a cupboard shelf, doesn't it
bring back happy childhood memories?

★

To generations of Americans this package
has been a familiar friend, for—next to
milk itself—BAKER'S COCOA is America's
oldest nourishing household beverage. And
today it costs so little to have the luxurious,
full flavor, the purity and energy-giving
richness of BAKER'S COCOA on your
table! Just ask your grocer for BAKER'S
COCOA in the pound-size can.

★

BAKER'S

A Quality Product
for every chocolate use

DO THEY LOVE ME, DO THEY— when I make these Chocolate Cakes!



This Quick-Mix Chocolate Batter is
a base for lovely **WHOLE DESSERTS!**

CHOCOLATE APRICOT CREAM CAKES

1 cup sifted Swans Down
Cake Flour
1/2 teaspoon soda
1/4 teaspoon salt
3/4 cup sugar
4 tablespoons butter or other
shortening
1 egg, well beaten
6 tablespoons milk
1/2 teaspoon vanilla
1 square Baker's Unsweet-
ened Chocolate, melted

Sift flour once, measure, add soda, salt, and
sugar, and sift together three times. Cream
butter thoroughly. Combine egg, milk, and
vanilla. Add butter and egg mixture to dry
ingredients and stir until all flour is damp-
ened. Add chocolate and blend, then beat
vigorously 1 minute. Bake in greased large
cup-cake pans in moderate oven (350° F.)
25 minutes, or until done. Remove cone-
shaped piece from center of each cake; fill
hollow with Apricot Cream Topping. Re-
frigerate at room temperature before mixing.

APRICOT CREAM TOPPING: Combine 2 tablespoons sugar, 2 1/2 tablespoons
Swans Down Cake Flour, and dash of salt in top of double boiler. Add 2
tablespoons canned apricot juice and mix thoroughly. Sieve well-drained
canned apricots to obtain 1/2 cup pulp and add gradually to flour mixture,
stirring until blended. Place over rapidly boiling water and cook 6 minutes,
or until thickened, stirring constantly. Remove from boiling water; add 1
tablespoon lemon juice. Chill. Whip 1/2 cup cream and fold into apricot
mixture. Allow 3 tablespoons filling for each cup cake.
(All measurements are level)



"PEACHY" CHOCOLATE UPSIDE-DOWN CAKE

Melt 3 tablespoons butter in
8x8x2-inch pan over low flame.
Add 1/2 cup sugar and 1 1/2 tes-
poons grated orange rind and
cook and stir until thoroughly
mixed. On this arrange 1 1/2
cups sliced canned peaches,
well drained, and decorate
with blanched almonds. Pre-
pare Quick-Mix Chocolate
Batter as in cup-cake recipe
above; pour batter over con-
tents of pan. Bake in moderate
oven (350° F.) 50 minutes, or
until done. Loosen cake from
sides of pan with spatula. Turn
upside down on dish, having
peaches on top. Serve warm
with whipped cream.



Here's why you'll want to make
them with **BAKER'S CHOCOLATE!**

These are luscious, but simple, desserts—the sort you
can whisk together even on washday and have a smart
showing for company!

But always remember, the simpler the recipe, the more
you need **BAKER'S CHOCOLATE!** It's the richness of
Baker's that makes these time-saving desserts "some-
thing special"—so luxurious and really chocolatey! For
Baker's is all chocolate. None of the richness is removed
from the fine cocoa beans from which it is made—and
nothing else is added. That is why, since 1780, American
women have said—"Nothing equals BAKER'S in mak-
ing chocolate foods taste grand!"



Be hostess-wise! Mail coupon below for
FREE book of popular party-food recipes.



Free!

"My Party Book" of 59 wonderful cake, frosting, dessert and
refreshment recipes from the BAKER'S CHOCOLATE KITCHENS.
Address GENERAL FOODS, BATTLE CREEK, MICH.

LM-4-26-41

Your name _____
Street _____
City _____ State _____

(If you live in Canada, address General Foods, Ltd., Chateau, Ont.) (Offer expires October 31, 1943)



● Actual color photograph—James R. Callis inspects a leaf of fine, golden tobacco.

"Lady—

**money talks in buying
lighter, milder leaf!**

**"And Luckies pay more to get that lighter leaf!" says
James R. Callis, warehouseman of Willow Springs, N. C.**

IT'S like this: year in and year out, I see Luckies pay higher prices to get the finer, milder tobaccos. So I choose Luckies for my own enjoyment, same as most other independent warehousemen, buyers and auctioneers!"

In buying tobacco, you get what you pay for. Luckies pay the price to get the lighter, the naturally milder leaf. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike!

**WITH MEN WHO KNOW TOBACCO BEST—
IT'S LUCKIES 2 TO 1**